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MOTION PICTURE

# EXHIBITOR

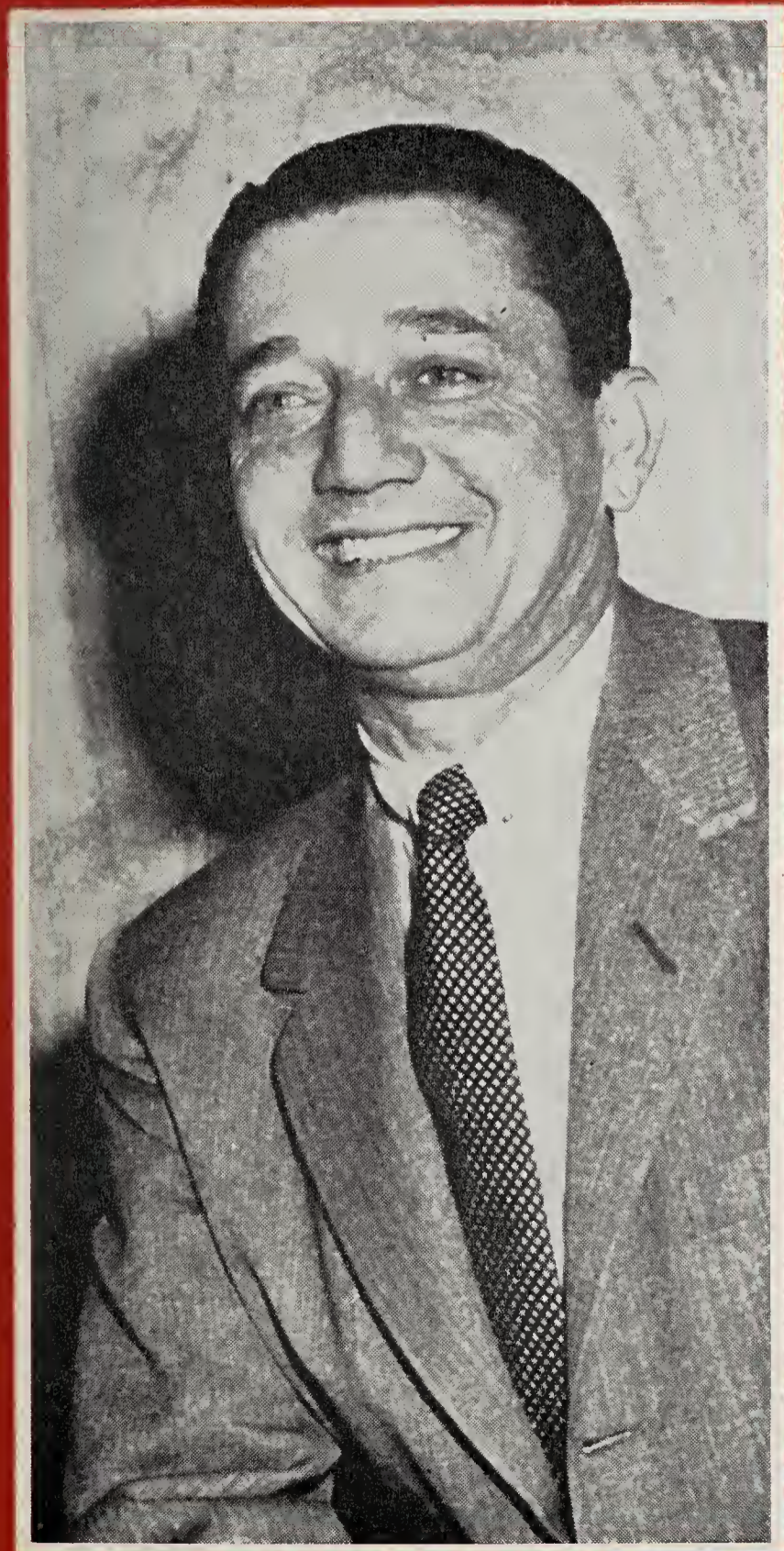
MAY 1, 1957

VOLUME 58

NUMBER 1

IN TWO SECTIONS

• THIS IS SECTION ONE



## ***Beating A Dead Horse***

— editorial —

## **Wallerstein Set As B-K President**

(page 4)

## **20th-Fox Reports 61 Reopenings**

(page 5)

**AND FEATURING: EXTRA PROFITS**

David E. Milgram, president, Milgram Booking Service, Inc., is celebrating his 35th anniversary in the industry and the company's 20th year of service to Philadelphia territory exhibitors. The firm buys and books for 64 theatres, having started in 1937 with seven.

## FACTS ABOUT THE WARDROBE:

### "Designing Woman"

—Gregory Peck, Lauren Bacall, Dolores Gray.

### "This Could Be The Night"

—Jean Simmons, Paul Douglas, Anthony Franciosa.

### "The Little Hut"

—Ava Gardner, Stewart Granger, David Niven. (A Herbson S. A. Production).

### "Tarzan And The Lost Safari"

—Gordon Scott as the new Tarzan. (A Sol Lesser Production).

### "The Vintage"

—Pier Angeli, Mel Ferrer, John Kerr, Michele Morgan.

### "Something Of Value"

—Rock Hudson, Dana Wynter, Sidney Poitier.

### "The Seventh Sin"

—Eleanor Parker, Bill Travers, George Sanders, Jean Pierre Aumont.

### "Man On Fire"

—Bing Crosby. (A Sol C. Siegel Production).

### "Silk Stockings"

—Fred Astaire, Cyd Charisse, Janis Paige, Peter Lorre. (An Arthur Freed Production).

### "The Happy Road"

—Gene Kelly. (A Kerry Production).



# BEST DRESSED GAL IN THE INDUSTRY!



"Compare! You'll see that for April, May, June, July, 'The M-G-M Look' outshines them all!"





**BEATING A DEAD HORSE**

AT THE RISK of being accused of belaboring the issue of "analysts" and pseudo-scientific "surveys" as a means to assay the "want-to-see" gold in the potential patron's pockets, we want to acknowledge a friendly reference received from a valued subscriber who has some pretty important theatre interests just a little west of center in these United States. Says he, in a jocular tone: "*For a guy who seems to have only recently begun to suspect the value of surveys conducted by analysts retained by film companies, let me refer you to pages 16 and 17 of the Oct. 3, 1956 issue of your own MOTION PICTURE EXHIBITOR. Just in case you don't have a file copy, you'll find that these pages contain a very impressive color spread on Paramount's 'THE MOUNTAIN'—of dear departed memory.*

"Now I don't know how you did on this show, but out this way we can say it in two words. We died! But we must have messed it up somehow, for look at the inch high headline quoted from this Paramount ad: '*THE MOUNTAIN*' looms as a towering grosser . . . with "want-to-see" ads scientifically determined by national survey . . .' And then we learn that: '*Two thousand boxoffice patrons of all ages—in 48 states—collaborated with Paramount in this excitement-selling campaign! They gave their enthusiastic appraisal to interviewers from Sindlinger and Company, motion picture analysts. "You can't see that ad without wanting to see the movie!" "Thrilling—puts me right into the action!" "Has gripping appeal!" These are typical comments that told us we've not only got a great picture but a persuasive campaign to bring men, women and children to ticket-windows in record numbers.*

"Well, I don't know who was kidding who, but in my opinion whatever that survey cost was just dough down the drain. Maybe those two thousand quizzed patrons were all locked up in the State Pen, for they didn't show up to buy tickets—and that's for sure!"

So we looked up that Oct. 3 issue, and checked the above references. And, you know, the man's right!

So we looked up our theatre records. You know, we remember "*THE MOUNTAIN*" as a fine picture, and we played it—but we died, too!

\* \* \*

And now for our last word on the subject.

Curious about how a survey such as the above could

be so off base, we looked up a professor who teaches statistics and the evaluation of surveys at a great University, and asked him to review our copious current files on the subject. Try it yourself. We promise you some surprises!

In the first place, it seems that "number of interviews" or "number of States" in which they are made is of little importance as compared to the accuracy with which the sample reflects the total segment of the population being studied. If the sample doesn't have the true percentage in each age and income group; in each elementary school, secondary school, and college level of education; in each allowance of leisure time; in each living location of urban, suburban, or rural; in each religion; and in each degree of married or single responsibility; then the findings from the sample will have little value regardless of its size. But have the true percentages in all divisions, and even a very small sample can produce findings that may be in the realm of accuracy. So, to assemble the perfect sample it may be necessary to throw away 10 interviews for every one used. Even with a perfect sample, many authorities will not claim accuracy unless the sample represents five per cent of the total.

In the second place, just because you are one of the 122,378,000 adults "12 years of age and older," in these United States, does not automatically make you a "potential adult movie patron." To be a "potential adult movie patron," a movie theatre must be available. Obviously, a movie theatre would not be available to the residents of hospitals, sanitariums, asylums, jails, homes, etc., or to those adults living at a great distance from a town with a movie, or living in a town without a movie. Also must be deducted the blind, the lame, the halt, the deaf, and the senile aged. Not to mention sailors on the high seas, and fire watchers for the Forestry Service.

But it's quite a detailed and highly scientific study, and it is a lot more than just running huge totals, or asking "Joe-the-barber" what he thinks of a pressbook.

And even the studious "egg-heads" have been caught off-base on occasion. Trusting too much on such devices seems to us to be either a sign of desperation or complete immaturity. There is still no substitute for experience—and the brains to apply it—and that goes for theatre executives, advertising executives, production-distribution executives, or anyone else.

*Jay Emanuel*

## David B. Wallerstein To Succeed Late John B. Balaban As B-K Head

CHICAGO—David B. Wallerstein will succeed the late John Balaban as president, Balaban and Katz, it was announced last fortnight by Leonard Goldenson, president of the parent company, American Broadcasting—Paramount Theatres.

Wallerstein has been vice-president and general manager of Balaban and Katz and Publix Great States Theatres for the past seven years. He has been associated with the company since his graduation from the Harvard School of Business Administration in 1926.

During the past 30 years, Wallerstein has been involved with all branches of the company's operation, serving as district manager of the Chicago theatres and vice-president and division manager, Publix Great State Theatres, as well as having worked closely with Balaban in developing station WBKB, Chicago's first television station.

Throughout his association with Balaban and Katz, Wallerstein has served on many national committees of the motion picture industry, including the war activities committee, tax repeal committee, and War Bond drives. He is at present a member of the executive committee and board of directors of Theatre Owners of America.



## The NEW YORK Scene By Mel Konecoff

SOMETHING NEW in exhibition, at least new to this area if not everywhere else, arrived recently with the advent of the million-dollar All Weather Drive-In out on Long Island opened by veteran pioneer exhibitor Joseph M. Seider as the latest link in his Associated Prudential Circuit. We drove out for a preview of the operation several days prior to the official opening, and while a lot was in the rough, enough was finished to really impress.

Seider and his fine sons, Morris, Ed and Seymour, and architect Drew Ebersson have put together on 28 acres an all-embracing operation which includes an outdoor viewing area where 2,500 cars can park next to sound posts in normal fashion. If they'd rather, they can leave their cars, especially in inclement weather, go into a regular theatre building, and recline in comfort in some 1,500 seats and watch the program. Hence the name, All Weather Drive-In.

There are deluxe playgrounds with some unusual equipment as well as the usual; there are refreshment areas on the ground floor as well as a Sky Top refreshery where patrons can have their food at tables situated atop a balcony with a wonderful view of the outdoor screen; there is a play area for adults; and there are mobile Tally-Ho trains to transport over the vast area similar to that used at the World's Fair in 1939.

One projection booth serves both screens with two pairs of projectors set up back to back, and the indoor part of the operation will commence with a matinee performance, something unheard of at a drive-in. At night, both ends of the operation will be going hot and heavy.

We take our imaginary hat off to the Seiders. We could use more of their imagination and showmanship flair.

Incidentally, other industryites were present the night we took a looksee, such as Mannie Frisch, Spyros S. Skouras, Moe Boranco, and others, and their pleasure and pride were more than evident. Even present was Coca-Cola's ambassador of goodwill Charlie Okun, who gazed with frank admiration and delight on all the Coca-Cola signs.

**THE METROPOLITAN SCENE:** "Miss Spirit of St. Louis" was finally selected from among 39 finalist stewardesses representing the world's major airlines. She's Miss Jo Ann Berseth of North Central Airlines. The selection was made at a breakfast session in the Grand Ballroom of the Park Sheraton which was attended by a large number of press representatives. Russel Downing, president, Radio City Music Hall, was among

(Continued on page 10)

### Allied, COMPO Ready To Bury Hatchet

NEW YORK—The conciliation of COMPO and National Allied was viewed as certain last fortnight when it was disclosed that the Allied directors had voted strongly in favor of reestablishing membership in the industry group in response to a mail poll.

It was learned further that the board was requested to attend its spring meeting in Detroit's Whittier Hotel next week prepared to advise its COMPO representatives of action Allied would like the Council to take.

### SBA Funds Approved

WASHINGTON—Legislation appropriating funds for the Small Business Administration to resume lending operations was forwarded by Congress to the White House last fortnight. The agency has been exhausted of funds since February, but has been processing loans although unable to advance the actual money, while the House and Senate debated provisions of the bill containing the \$45 million needed to run the SBA through the remainder of the fiscal year.

## BROADWAY GROSSES

(As of this Monday)

### Summer Weather Hurts Business

NEW YORK—The Broadway first runs were led by the Roxy, Victoria and Radio City Music Hall last weekend. Business was off generally, and a real mid-summer weekend as far as the weather went did not help. There was no new product.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Abandon Ship" (Columbia). Paramount (\$47,654)\*—Second session was heading toward \$22,000.

"Boy On A Dolphin" (20th-Fox) Roxy (\$81,388)—The second week was sure to hit \$80,000 with Friday through Sunday ringing up \$50,356. Stage show headed by Louis Armstrong.

"Funny Face" (Paramount). Radio City Music Hall (\$146,192)—Still way out in front with Thursday through Sunday garnering \$125,718; and the fifth week bound to top \$185,000. Easter stage show.

"12 Angry Men" (UA). Capitol (\$39,813)—Dropped to \$28,000 for the third, and last, week.

"Tarzan And The Lost Safari" (MGM), Globe (\$11,854)—Third, and last, week down to \$9,000.

"The Buster Keaton Story" (Paramount). Mayfair (\$15,087)—Second, and last, week heading toward \$10,000.

"The Strange One" (Columbia). Astor (\$24,578)—Third week claimed at \$13,000.

"The Bachelor Party" (UA), Victoria (\$21,930)—Third week sure of \$30,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

### Paramount Completes Dot Deal

NEW YORK—The acquisition of Dot Records, Inc., by Paramount was completed last fortnight with the delivery of 54,000 shares of Paramount common stock to Dot stockholders, it was announced by Paramount president Barney Balaban. Randy Wood, Dot president, will continue to operate the company in that capacity, it was said, and was to be elected a vice-president of Paramount as well.

Wood stated that for the year ended April 30, 1957, Dot Records anticipated a gross of \$6.8 million and earnings of \$1.1 million before taxes. Production in the album field will start this month with the release of a one-hour sound track score of Cecil B. DeMille's "The Ten Commandments."

## I N D E X

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(Pink Reviews Section)

# 20th-Fox Policy Helps 61 Theatres Reopen

## Harrison Also Reports That New First-Runs Provide More Outlets For 55-Film Schedule

NEW YORK—Twentieth Century-Fox's policy of aiding small town and subsequent-run theatres has resulted in the reopening of 61 such theatres since mid-February when the policy was put into effect, according to the first report on the program issued last week by Alex Harrison, general sales manager. These theatres had been shuttered from one to more than two years.

Harrison also reports that a number of sub-runs, mostly in Canada, have converted successfully to first-run during the same period, thereby providing additional outlets for absorption of 20th-Fox's expanded 55-picture release schedule this year.

Resumption of operations by formerly closed small-town and sub-run theatres include 17 U. S. exchange areas, with the Minneapolis territory setting the pace with 10 reopenings during the past month.

Other reopenings by territories include Buffalo, two; Charlotte, five; Chicago, two; Cincinnati, one; Dallas, three; Denver, three; Detroit, four; Indianapolis, three; Los Angeles, two; Memphis, five; New Orleans, three; New York, one; Philadelphia, one; Portland, two; St. Louis, one; and Seattle, three. Canadian reopenings, according to the Harrison report, total 11.

## Court Upholds RKO

WASHINGTON—The Supreme Court last week declined to hear arguments in the case of former RKO producer Adrian Scott, appealing a decision of the Ninth Circuit Court of Appeals. Scott was dismissed by RKO for refusing to answer certain questions while testifying some years ago before the House Committee on Un-American Activities.

The plaintiff argued that his refusal to answer the Committee's questions was not "offensive to public morals and did not bring him into disrepute," in violation of his employment contract with the film company.

RKO contended that Scott, in refusing to answer Committee questions with respect to his alleged affiliations with the Communist Party, had violated his contract and had not conducted himself with "regard to the public conventions," with the result that he had brought himself and the industry into disrepute.

## Ross To Tour For Bio Film

NEW YORK—Barney Ross, the subject of Edward Small's forthcoming United Artists release, "Monkey On My Back," will make personal appearances in 12 key cities in connection with regional openings of the film. Accompanied by his wife, he will visit Chicago, Milwaukee, Detroit, Buffalo, Boston, Philadelphia, Washington, Cleveland, Columbus, Toledo, Rochester, and Syracuse.

## Code Changes Restrictive, ACLU Letter Charges

NEW YORK—The American Civil Liberties Union charged last week that recent changes in the Production Code of the Motion Picture Association of America tend to tighten restrictions on the contents of films made in this country. As announced last December, the new Code was regarded in some quarters as a liberalization of the industry's self-regulating policies.

In a letter to MPA president Eric Johnston, ACLU executive director Patrick Murphy Malin held that "the end product of the revised code will be to clamp even harsher restrictions on freedom of expression . . . than are now present." The revisions included a relaxation of the ban against treatment of illicit narcotics practices, abortion, prostitution, and kidnapping, but, according to Malin, the restrictions on the way such subjects can be treated serve to "reinforce the code's basic rigidity."

## Gorelick Joins Rank

NEW YORK—Sam Gorelick was named Chicago regional manager covering Milwaukee, Minneapolis and St. Louis for Rank Film Distributors of America effective May 13, it was announced recently by Irving Sochin, general sales manager.

Gorelick is a veteran of 30 years with RKO. His most recent association with the company being district manager covering the same territory.

# AB-PT Blames TV Network Decline For First Quarter Earnings Dip

NEW YORK—Disappointing television network sales in 1956 selling period were blamed by American Broadcasting-Paramount Theatres president Leonard H. Goldenson last fortnight for earnings decline in the first quarter of this year, although theatre business compared favorably with the same months of last year.

He reported consolidated earnings in the first 1957 quarter of \$1,779,000, compared with \$2,823,000 last year. Net operating profit was put at \$1,743,000, equal to 40 cents per common share, against \$2,570,000, or 60 cents a share, in the initial 1956 period. Net capital gains were \$36,000 in the recent quarter, compared with \$253,000 last year.

Goldenson disclosed that AB-PT has disposed of seven theatres since the end of 1956, primarily through lease termination, as well as terminating joint interests in theatres to meet the requirements of the consent decree.

The annual stockholders meeting of the company is scheduled for May 21 in the North Ballroom of the Sheraton-Astor

## NTA Head Answers Block Booking Charge

NEW YORK—Ely A. Landau, president, National Telefilm Associates, Inc., last week issued the following statement with respect to the civil anti-trust suit instituted by the Department of Justice against five companies engaged in the distribution of film for television, including NTA.

"We have not yet seen the complaint but we understand it charges all the companies named with compulsory block booking of feature films to television stations. NTA does not engage in compulsory block booking. Its licenses do usually cover a number of films, but this is for the convenience of the television stations as well as NTA, and is not a requirement of NTA.

"The needs of television stations for a continuity of programming which will meet the historical pattern of 13, 26, 39 or 52 week cycles makes the sales of film in groups a natural distribution method in the industry without any element of compulsion. If the Government should proceed with the case after acquiring a more complete knowledge of NTA's booking practices, we believe the case can and will be successfully defended by NTA."

## Levin Joins AB-PT

NEW YORK—Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, Inc., last week announced the appointment of Paul P. Levin as his assistant in the real estate department, to handle special assignments.

Hotel, when the group will be asked to amend the by-laws to decrease the number of directors from 17 to 15 and to amend the certificate of incorporation to change dividend payment dates on the five per cent preferred stock to March 15, June 15, Sept. 15, and Dec. 15 annually, effective in 1958.

Directors up for reelection include Earl E. Anderson, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Robert H. Hinckley, Robert L. Huffines, Jr., William T. Kilborn, Sidney M. Markley, Walter P. Marshall, H. Hugh McConnell, Edward J. Noble, Robert H. O'Brien, and Robert B. Wilby.

The proxy statement noted further that directors and officers of the corporation received aggregate remuneration of \$843,537. The top figure of \$181,000 went to Goldenson, while the late John Balaban, Balaban and Katz president, received \$138,400 and Robert E. Kintner, former ABC president, received \$125,000. Edward L. Hyman received \$54,400; O'Brien, \$54,000; Markley, \$49,200; and Wilby, \$33,381.

# 20th-Fox Production Earnings Up As Skouras Predicts Bright Future

NEW YORK—Earnings of 20th-Fox from film production in the final quarter of 1956 improved, while the first quarter of this year bettered the corresponding 1956 period, president Spyros P. Skouras told stockholders last week in a message included with the annual financial report. He predicted that the second 1957 quarter would better the first.

Skouras admitted that earnings from production, the primary facet of the company, were disappointing last year, but stated his conviction that the picture will change as a result of efforts made in the last two years. He disclosed that earnings from 20th-Fox produced features in the final quarter last year were \$1,086,000, compared with a loss before income taxes of \$1,189,000 in the first three quarters of the year. Earnings were estimated at \$900,000 in the first quarter this year, before taxes.

In discussing recent operational changes, Skouras said that costs of 30 top pictures on 1957-58 schedule will average less than in recent years, when studio production was less steady. The additional 25 entries on the schedule will cost approximately \$6 million or less, in the aggregate. Whether the company will develop or dispose of an unused portion of the main studio lot will be predicated on results of a study now under way, Skoura revealed.

Commenting on the company's oil developments on another part of the studio property, Skouras told the stockholders that four additional wells were completed last year and that total production value of oil and gas was \$3,920,589, as of Feb. 28 last. Total gross revenues less one half of the operating costs would exceed \$1.6 million annually, he added, noting that increased income from oil development would be forthcoming this year because of the launching of a second drill site which is expected to be in operation by December.

With respect to theatre acquisitions and other investments in South Africa, the report states that purchase of African Theatres' capital stock was completed in June and the total capital outlay in the area totals \$7,499,000, which includes \$4.2 million repayable between November, 1957, and December, 1959, at the rate of \$168,000 per month, in accordance with agreements consummated earlier. Holdings in Australia and New Zealand combined with those in South Africa represent an investment of \$9,992,000, the aggregate gross of which for their respective fiscal years was \$37 million, while net earnings were approximately \$700,000 in excess of dividends of \$713,500 received during the year.

## AA Sets Venezuelan Deal

NEW YORK—Allied Artists International Corporation has signed a long-term agreement with Tropical Films of Caracas, Venezuela, for the exclusive distribution of Allied Artists product in that territory, Norton V. Ritchey, Allied Artists International president, announced.

## Court Approves AB-PT Takeover Of Chi Theatre

NEW YORK—Acquisition of the Mercury, Chicago, by American Broadcasting-Paramount Theatres for operation by Balaban and Katz was approved last week by Federal Judge Edmund L. Palmieri as the circuit's option to buy the situation from Howard Beck was about to expire. The acquisition is the first by AB-PT under the terms of the consent decree.

The AB-PT bid to take over the Mercury was opposed by a number of Chicago theatres, including the Montclare, Rockne, Rose, and Harding, on the grounds that the B and K operation would restrain competition. The application had the approval, however, of the Department of Justice.

## N. Y. Exhibs See Hope For Ticket Tax End

NEW YORK—Hope that New York City will repeal its five per cent admissions tax was revived last fortnight when Controller Lawrence E. Gerosa said in a report that the financial condition of the municipality is good and that there is no further need for "nuisance" levies.

Reporting fiscal affairs, Gerosa said he is opposed to a city income tax and that he hopes for a two-cent reduction in the basic real estate tax rate at an early date. A lowering in the rate, currently \$4.02 of each \$100 of assessed valuation, would also help exhibitors.

Mayor Robert E. Wagner's specially appointed citizen's committee, which is investigating the effect of the admissions tax and the alleged hardship it produces for theatremen, was expected to have its report ready early this month.

The group, comprising Thomas Jefferson Miley, Francis W. H. Adams, and David Dubinsky, was working closely with representatives of the Independent Theatre Owners Association and of the Metropolitan Motion Picture Theatres Association.

## Dividend Payments Reported

WASHINGTON—Dividend payments by industry corporations in March were reported at \$3,836,000, compared with \$3,842,000 for the same month in 1956, while February payments were \$1,394,000, against \$1,740,000 in the corresponding month last year.

Paying the same amount in each February were Columbia, \$63,000; Loew's Boston Theatres, \$39,000; Stanley Warner, \$550,000; and Warners, \$742,000.

For other companies, March payments, the same in each year, were Allied Artists, \$21,000; Consolidated Amusement Company, \$55,000; Loew's, Inc., \$1,286,000; Paramount, \$1,094,000; 20th-Fox, \$1,058,822; United Artists Theatre Circuit, \$8,000; and Universal, \$314,000.

## Underwriters Offer UA Stock To Public

NEW YORK—A total of \$17,000,000 of debentures and common stock of United Artists, last of the privately-owned major motion picture companies, was offered to the public last week by a nationwide group of 99 underwriters headed by F. Eberstadt and Company. This first public offering consists of \$10,000,000 of six per cent convertible subordinated debentures, due May 1, 1969, priced at 100 per cent, and 350,000 shares of common stock, priced at \$20 per share.

Of the common shares, 250,000 are being sold for the company's account and the remaining 100,000 shares for the account of the management group, headed by Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president. The present eight-man management team will continue to own majority control.

The proceeds received by the company from the public sale will be applied to the payment of a part of the company's debt. The remainder will provide additional working capital primarily for production financing to independent producers for pictures scheduled for United Artists distribution. Of the proceeds of the sale received by the management group, a substantial portion will be applied toward payment of indebtedness incurred in connection with the acquisition of beneficial interests in the company's stock.

Within a few hours, the stock issue was oversubscribed.

## RKO Switches Personnel

NEW YORK—Walter Branson, RKO's vice-president in charge of world-wide distribution, has announced personnel and territorial changes in the company's operations abroad following the recent trip by Sidney Kramer, foreign sales manager.

Ramon Fernandez, previously sales manager, has been promoted to the post of general manager for Mexico. Francisco Rossi, newly-appointed Latin American supervisor, will continue to function also as general manager of the Panama office. Eugenio Camacho has been named acting manager in Puerto Rico following the resignation of William Schwartz as general manager of that office. Joseph Gomes will continue as acting manager of the Trinidad office.

The territorial changes also include the Islands of Curacao and Aruba being covered by the RKO office in Venezuela, while the Cuban office will now handle the Island of Jamaica.

## Exhibs Seek Tax Relief

HARRISBURG, PA.—The Pennsylvania Association of Motion Picture Theatres last week urged state exhibitors to contact their representatives in the Legislature and ask support for a recently introduced bill which exempts theatres from the provisions of the Enabling Act wherein taxes up to and including 10 per cent may be imposed on cities of the second class, townships, boroughs, and school districts.

Harry B. Hendel, general chairman of the theatre organization, described the amusement tax as highly discriminatory and confiscatory.

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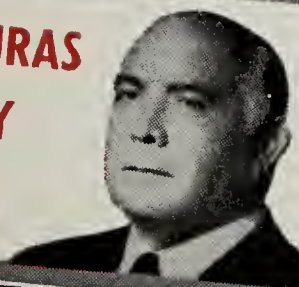
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**SEE** highlights of the great future product from 20th Century-Fox ...the great parade of the blockbusters for 1957...the greatest array of the leading stars of today and tomorrow...the outstanding properties ever to reach the screen...

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<u>CITY</u>	<u>THEATRE</u>	<u>DATE</u>
ALBANY, N. Y.....	PALACE .....	MAY 10
ATLANTA, GA. ....	FOX .....	MAY 13
BOSTON, MASS. ....	MEMORIAL .....	MAY 8
BUFFALO, N. Y.....	BUFFALO .....	MAY 13
CALGARY, CANADA .....	UPTOWN .....	MAY 17
CHARLOTTE, N. C.....	CAROLINA .....	MAY 15
CHICAGO, ILL. ....	ORIENTAL .....	MAY 8
CINCINNATI, OHIO .....	ALBEE .....	MAY 9
CLEVELAND, OHIO .....	HIPPODROME ...	MAY 10
DALLAS, TEXAS .....	PALACE .....	MAY 20
DENVER, COLO. ....	CENTRE .....	MAY 14
DES MOINES, IOWA.....	DES MOINES ...	MAY 16
DETROIT, MICH. ....	FOX .....	MAY 13
HOUSTON, TEXAS .....	MET .....	MAY 17
INDIANAPOLIS, IND. ....	INDIANA .....	MAY 15
JACKSONVILLE, FLA. ....	FLORIDA .....	MAY 14
KANSAS CITY, MO.....	UPTOWN .....	MAY 17
MEMPHIS, TENN. ....	MALCO .....	MAY 10
MILWAUKEE, WIS. ....	WISCONSIN .....	MAY 14
MINNEAPOLIS, MINN. ...	RADIO CITY .....	MAY 15
MONTREAL, CANADA ...	ORPHEUM .....	MAY 23
NEW HAVEN, CONN.....	POLI .....	MAY 9
NEW ORLEANS, LA.....	SAENGER .....	MAY 16
NEW YORK, N. Y.....	ROXY .....	MAY 8
OKLAHOMA CITY, OKLA..	CRITERION .....	MAY 21
OMAHA, NEB. ....	ORPHEUM .....	MAY 15
PHILADELPHIA, PA. ....	FOX .....	MAY 8
PITTSBURGH, PA. ....	HARRIS .....	MAY 14
PORTLAND, ORE. ....	FOX .....	MAY 9
ST. JOHN, CANADA.....	PARAMOUNT ...	MAY 24
ST. LOUIS, MO.....	ST. LOUIS .....	MAY 16
SALT LAKE CITY, UTAH..	VILLA .....	MAY 13
SAN FRANCISCO, CALIF...	FOX .....	MAY 8
SEATTLE, WASH. ....	5TH AVENUE ...	MAY 10
TORONTO, CANADA .....	UNIVERSITY ...	MAY 13
VANCOUVER, CANADA ...	CAPITOL .....	MAY 21
WASHINGTON, D. C.....	CAPITOL .....	MAY 9
WESTWOOD, CALIF. ....	VILLAGE .....	MAY 8
WINNIPEG, CANADA .....	CAPITOL .....	MAY 15

**ALL SHOWINGS BEGIN PROMPTLY 9:15 A.M.!**

## Impact Of TV Over, Fitzgibbons Believes

TORONTO—The impact of TV is over in the opinion of John J. Fitzgibbons, president and general manager, Famous Players Canadian Corporation, Ltd. Stating his optimistic conclusion in the annual report of the company, Fitzgibbons said he looked to future improved earnings. The net profit of the company has been declining steadily in the past few years. The profit of the company in 1956, \$2,738,455, was down \$194,657 from the previous year.

"Famous Players is considering a number of potential situations in which closed circuit TV will be initiated in Canada," said Fitzgibbons.

Reporting on its real estate holdings in theatres, the report said three theatres held under lease were eliminated as unprofitable or marginal operations, and three properties and one drive-in were sold for the same reasons. Seven theatre properties in Vancouver were acquired, which had been previously held under lease. Two were subsequently sold.

Associated companies dropped eight theatres held under lease, built a drive-in, and purchased a new theatre. They also have plans for the erection of three theatres, one of which was destroyed by fire.

Two houses in Toronto playing Italian pictures belong to an associate company of Famous Players.

The company invested \$500,000 with its partners in CFCM-TV, Quebec City, for an English language TV station in the same location.

There are now 6,500 employees on the staffs of Famous Players and associated companies and 370 are members of the company's 25-Year Club.

## NFS Buys Three Depots

NEW YORK—Three National Film Service, Inc., depots will be operated by NFS itself, it was announced by James P. Clark, president of the film-handling organization.

The depot in San Francisco was purchased from the estate of the late Thomas Gilboy, one of the founders of NFS, while NFS bought the depots in Salt Lake City and Butte, Mont., from M. S. Wycoff, veteran film handler.

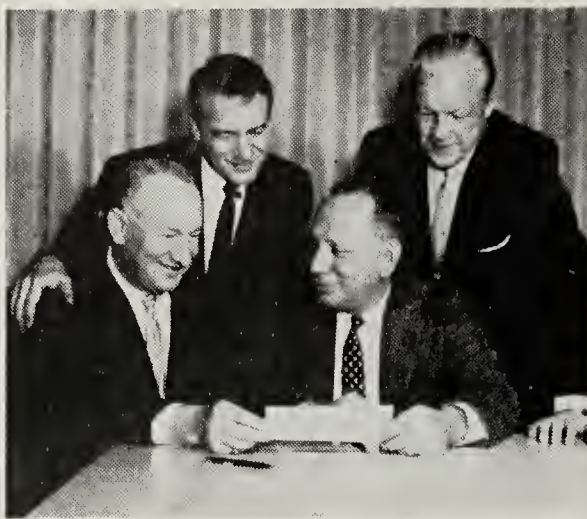
NFS also owns outright the Detroit depot. The remaining 29 depots are owned and operated by stockholders of NFS.

## Ohio "Curfew" Killed

COLUMBUS, OHIO—The Judiciary Committee of the Ohio House of Representatives last week killed the "curfew" bill sponsored by Representative Jesse Yoder, Democrat, and Charles Whalen, Jr., both of Dayton, which would have banned unmarried and unaccompanied patrons under 18 from drive-ins and indoor theatres after midnight.

## Rosenblatt Joins DCA

NEW YORK—It was announced by Irving Wormser and Arthur Sachson that Max Rosenblatt, formerly with RKO for 15 years, has joined the DCA sales staff in the capacity of district manager. Rosenblatt will cover the Omaha, Des Moines, Kansas City, and St. Louis areas.



Variety Club of Wisconsin, Tent 14, Milwaukee, recently presented a check for \$25,000 to Mount Sinai Hospital, its "Heart Fund" project. Seated are Ben Marcus, chairman, Variety-Mount Sinai committee; and Phil Kurman, president, Mount Sinai Hospital; and, standing, are Andy Spheeris, chief barker, Tent 14; and Harold J. Fitzgerald, member, Variety-Mount Sinai committee.

## Republic Wins Point In AFM Litigation

NEW YORK—Justice Benedict V. Dineen of the New York Supreme Court ruled last week in favor of Republic on a motion by the American Federation of Musicians which sought an amended complaint in the film company's counterclaims in the suit filed by Samuel R. Rosenbaum, AFM trust fund trustee, against Harry Melnikoff and other musicians, as well as various producers, distributors, and the AFM.

The litigation involves the legality of music performance trust agreements with studios and television distributors of theatrical films, where under five per cent of the TV gross revenues are paid to the AFM trustee. Rosenbaum seeks a declaratory judgment with respect to the validity of the agreements, while the counter suit of Republic seeks an affirmative declaration of illegality of the trust fund and TV labor agreements, as well as the clause in studio contracts made with AFM since 1946 prohibiting the release of theatrical films to TV without the consent of the AFM. Republic seeks damages of \$5,848,729 in its recently filed counterclaims.

Justice Dineen's finding held that Republic had sufficiently pleaded its case in three counter-claims, and denied the union's contention that because of the many contracts involved, 30 different causes of action should have been separately stated.

## The New York Scene (Continued from page 4)

the judges who included Robert Q. Lewis, Frank Farrel, Danton Walker, Leland Hayward, etc. Comic George DeWitt handled the microphone and introductions in witty fashion. The finalists were also honored at a cocktail reception at Toots Shor's the night before. . . . The May issue of Pageant Magazine features an eight page picture and text story on Allied Artists, Billy Wilder, and his production, "Love In The Afternoon." . . . A licensed "ham" short-wave radio station was set up in the lobby of the Trans-Lux Normandie to plug the premiere of the French film, "If All The Guys In The World . . ." which Buena Vista is releasing. . . . Walter Reade's newest Broadway attraction, Ripley's Believe It Or Not "Odditorium" is doing big business. . . . Double page ads from Gimbels backed up the release of 20th-Fox's "Boy On A Dolphin." . . . Pat Boone's recording of "Bernardine" is out in general release to plug the picture of same name in which he makes his bow. . . . Bob Boehnel, veteran publicist, has been assigned to head a special promotion unit for the Elia Kazan film, "A Face In The Crowd." . . . Join the new club, "Exhibitors for Etta"; Etta Segall, that is, the head booker at the New York exchange of Allied Artists in whose honor a sales drive is in the works.

## Variety To Support New Epilepsy Center

MILWAUKEE—Ben Marcus, chairman, Variety-Mount Sinai Epilepsy Committee, announced last fortnight that the first epilepsy center in Wisconsin under voluntary auspices has been established at Mount Sinai Hospital under the sponsorship of Variety Club. It will be operated as the Variety Club Epilepsy Center-Mount Sinai Hospital.

"The center will provide physicians throughout Wisconsin, upper Michigan and neighboring areas with diagnostic facilities for children and adults with epileptic and related disorders," Dr. Jean P. Davis, center director, said. Epileptic research also is envisioned.

The agreement between Variety and the hospital provides that Variety will finance the operation of the center while the hospital will provide the facilities and be responsible for its operation. Policy guidance for the center staff will come from an advisory committee representing the hospital and Variety. The Variety Club's initial commitment for operating funds is for a minimum of \$25,000 annually. In addition to this sum, it is also contributing \$10,000 to equip, furnish, and decorate the center.

Andrew H. Spheeris, chief barker, said, "After several years of investigation and discussion with doctors and social welfare authorities, we concluded that the field of epilepsy has been comparatively neglected, and in view of the high incidence of these disorders, it was most deserving of our support."

## Rosen To Europe

NEW YORK—Samuel Rosen, Stanley Warner executive vice-president, left last week on the Queen Mary for a five-week trip through Great Britain and Europe to inspect new foreign product and to scout possible locations for more Cinerama installations. Before his departure, the circuit executive stated that he planned to determine what is being done by European exhibitors which could be incorporated in the operational system of American theatres.

## Cathedral Work To Pathe

NEW YORK—Pathe Laboratories has negotiated a three year agreement to handle all laboratory processing for Cathedral Films, it was disclosed last week by Dr. James K. Friedrich, Cathedral president, and O. W. Murray, Pathe executive vice-president.



# NEWS OF THE TERRITORIES . . .

## Anti-Trust Suit Settled For Undisclosed Sum

ALBANY—Settlement for an undisclosed amount was effected in the anti-trust suit brought by Capitol City Theatre Corporation, former operator, Eagle, against seven major distributors, two Fabian subsidiaries, two Hellman corporations, and the Stanley Warner Management Corporation. Damages of \$350,000, which could have been trebled had a verdict been found for plaintiff in U. S. District Court, were asked.

A complaint, filed by attorney Jacob M. Olshansky, alleged that Capitol had been forced to discontinue operation of the subsequent-run house, after spending approximately \$20,000 in refurbishing it, because the firm had been unable to obtain desirable pictures at fair prices, allegedly due to restrictions imposed by the distributors and to the "illegal acts and unlawful practices" of the 20 companies named as defendants.

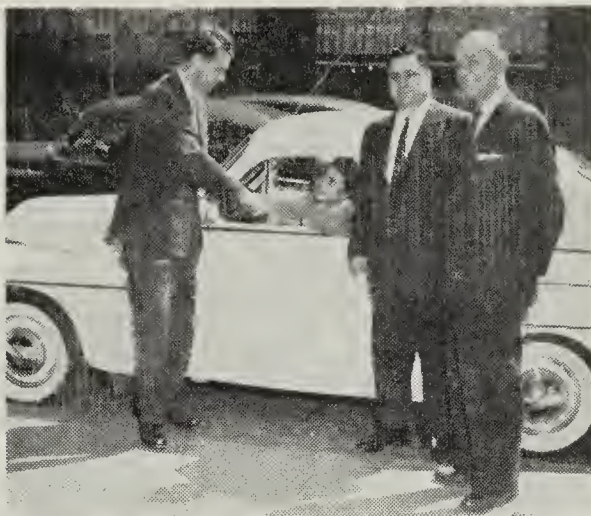
Favoritism to Fast Theatres, Inc., and to Copia Realty Company, Fabian affiliates, to the Patroon Theatre and Albany Royal Theatre Corporations, and SW, was claimed.

### Albany

Bill Keener, manager, Kallet's Uptown, cooperated with Edward J. Wall, Paramount field representative, in previews and promotions for "The Ten Commandments." . . . John Capano, owner, State, Troy, N. Y., arranged the appearance of boxing champion Floyd Patterson for a Knights of St. Anthony affair in the theatre. . . . The Stanley Warner Ritz featured a 90 cent weekday admission for students during the Easter holidays. . . . Norman Weitman, chairman of the Variety Club committee handling the screening of Bill Hartigan's Antarctic films, was interviewed on Bill Pope's radio program. Proceeds of the screening, held in a local high school, went to Camp Thatcher. . . . Plans for a sweeping licensing ordinance which would have regulated drive-ins in suburban New Scotland were dropped after a town meeting.

### Atlanta

Mrs. Tillie Shapiro, vice-president, Southern Foster Company, was recuper-



Gloria Ferullo, grand prize winner in the New England Academy Award Sweepstakes, who cast her ballot at the Paramount, Boston, is seen with the Volvo two-door Swedish sports sedan she won. From left to right are Bertil Bengtsson, president, Volvo Distributing, Inc.; Miss Ferullo; Gene Brown, regional Volvo distributor; and Arthur Morton, theatre manager.

ating at home after hospitalization. . . . Columbia moved into its new quarters in the old RKO exchange on Luckie Street. . . . Martin Theatres closed the Cadet Drive-In, Milledgeville, Ga., because of poor attendance. . . . Edgar Larisey has taken over operation of the Grand and the Screven Drive-In, Sylvania, Ga., from Norris L. Stephens. . . . Tom Griffin closed his Mason, Covington, Tenn., because of poor business. . . . Bob Neal was named manager, Family Drive-In, Johnson City, Tenn., moving over from the Bonnie Kate and Capital. . . . Marl F. Halliford, former manager, Martin and Melody, Thompson, Ga., now is manager, Martin Theatres' Bel-Air Drive-In, Calhoun, Ga.

### Boston

Al Lourie has taken over operation of two drive-ins, the Nashoba, Foxboro, Mass., and the Hadley, Hadley, Mass., formerly operated by Joseph E. Levine. Lourie now has a circuit of six theatres. . . . George Roberts, treasurer, Rifkin Circuit, was recently reelected president, Greater Boston B'nai B'rith Council. . . . Following the announcement from New York that Herman Rifkin has sold his Allied Artists New England franchise back to Allied Artists, Rifkin revealed that there are no changes in the real

## Exhib's Will Decrees Free Kiddie Shows

BOSTON—Because of his devotion to children, Louis Rosenzweig, who owned and operated the Victoria, Greenfield, Mass., made a stipulation in his will that once a year there should be a free show for all Greenfield children under 12, to be designated as Rosenzweig Victoria Day. There was a special fund in the document to take care of the expenses.

Rosenzweig retired from active participation in the Victoria in 1943, at which time his son-in-law, Herbert Brown, took over. Rosenzweig died in January, 1956, and the first free show was staged in March of this year. During his lifetime, he had presented countless free children's shows, particularly at Christmas time.

The Saturday afternoon show this year was well publicized and drew a full house of enthusiastic, grateful children. According to Brown, the film companies generously gave the film program for the show, and the theatre itself wrote off free bags of candy.

estate setup in the Boston office. He is president of the corporation that owns the building at 39 Church Street and he leases the first floor for offices for the Rifkin Circuit. He emphasized that he is remaining on the board of directors of Allied Artists and that he has not sold his common stock securities in the company.

A new drive-in is under construction for a July 1 opening at Wellfleet, Mass. The theatre is being designed and built by William Black, Newton, Mass. To be called the Wellfleet, it will have a 650-car capacity, with room for expansion. Charles Zehnder is to be the managing operator, with Daytz Theatre Enterprises to handle the buying and booking. . . . The Copley, long closed, has been leased to UMPO, Richard Davis, president, by the Shuberts, who own the building. Tom Dowd, representing UMPO, was in preparing for the opening, set for May 24. The house will be entirely redecorated, air conditioning is being installed, and new equipment will be added where necessary. . . . Cecil B. DeMille is coming to Boston May 2 to be honored at the 20th annual dinner of the Massachusetts Committee of Catholics, Protestants, and Jews in the Hotel Statler.

NEW HAMPSHIRE NEWS—Arthur K. Dame, Rockland, Maine, has purchased the Scenic, Pittsfield, from Mrs. Helen L. Irwin and Miss Clara B. Hoffman of Penacook. . . . The Kittery-York Drive-In held its grand reopening recently. At present, movies are being shown only on weekends.



20th-Fox recently hosted a cocktail party in Boston for Pat Boone in connection with the forthcoming "Bernardine," and seen left to right are Fisher Zeitz, Harry Zeitz, Boone, Morton Zeitz, and Bob Zeitz; publicist Phil Engel; Martin Berman; Welden Waters; Boone; Al Levy, district manager; and Bill Graham.

**DRIVE-INS DEMANDED IT !!!**  
**A LIVE-ACTION** and HERE IT IS!  
**ALL-TALKING** IT HAS EVERYTHING TO INCREASE YOUR CONCESSION SALES  
**ALL-COLOR** (WRITE FOR DETAILS)  
**REFRESHMENT TRAILER**  
**FROM FILMACK OF COURSE**  
 1327 S. Wabash CHICAGO, ILL. 630 Ninth Ave. NEW YORK CITY

# The BONGO BEAT and The BIG HEAT

Allied Artists is

READY RIGHT NOW  
-FOR A CALYPSO-  
CRAZY NATION!

# Calypso Joe

starring  
**HERB JEFFRIES**  
ANGIE DICKINSON • EDWARD KEMM  
LAURIE MITCHELL

**LORD FLEA**  
And His Calypsonians

THE  
**EASY RIDERS**  
of "Marianne" Fame!

HERB JEFFRIES'  
**CALYPSOMANIACS**

World's Greatest  
Calypso Stars!

**DUKE OF IRON**

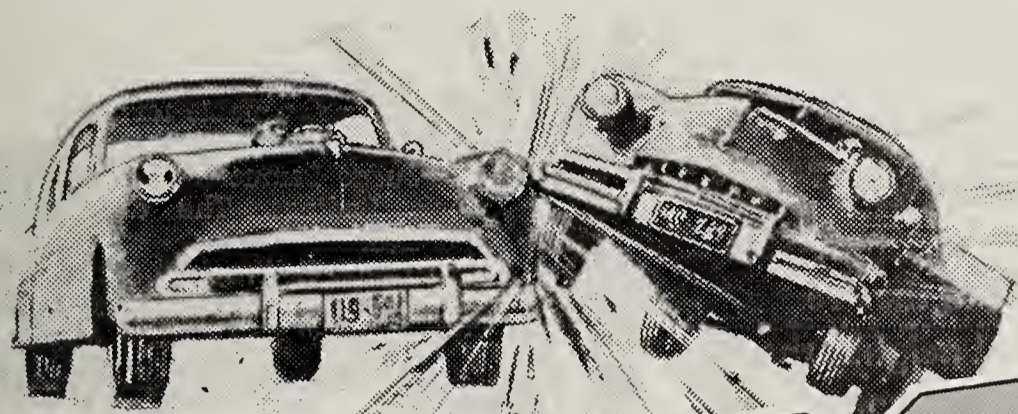
**LADY T**

The **LESTER HORTON**  
**DANCERS**

Produced by WILLIAM F. BROIDY • Directed by EDWARD DEIN • Written by EDWARD and MILDRED DEIN

**HOTTEST TWIN BILL Ever Released!**

**Firstest with the Mostest!**



# HOT ROD RUMBLE

**THEY'LL NEED SHOCK ABSORBERS FOR THIS ONE!**

Starring

**LEIGH SNOWDEN • RICHARD HARTUNIAN**  
WRIGHT KING with JOEY FORMAN • BRETT HALSEY

**PHONE  
ALLIED ARTISTS  
TODAY FOR FAST  
DATES ON THIS  
SCORCHING  
COMBO!**

Produced by NORMAN T. HERMAN • Directed by LESLIE H. MARTINSON • Written by MARTIN DOLINSKY

with no investment on your part  
of money, time or effort . . .

## BERLO WILL ..... INCREASE YOUR NET REFRESHMENT PROFITS!

Whether you operate an indoor or drive-in theatre . . . in a big metropolitan area or a small neighborhood community . . . you'll earn more actual net profit when Berlo operates your refreshment stand than you can earn running it yourself! . . . You and your money will be completely free to operate and promote your theatre FULL TIME!

**BERLO TAKES CARE OF EVERY PROBLEM YOU HAVE . . .  
all YOU do is CASH IN on net profits every month!**

- BERLO hires and trains your sales people — and supervises them.
- BERLO pays all salaries, social security, workman's compensation and unemployment taxes . . . does all your bookkeeping!
- BERLO buys, installs and services all finest concession equipment.
- BERLO, with over 40 years of successful vending experience knows what sells best and how to feature it for fast turnover!
- BERLO buys and stocks only first-quality merchandise . . . delivers it promptly . . . and keeps stocks tasty-fresh!
- BERLO supplies you with everything . . . from candy machines to complete Lobby Shops.
- BERLO pays for dramatic, hard-hitting sales promotion.
- BERLO gives you \$1,000,000 worth of public and product liability insurance.

LET US PROVE OUR STORY IN TEN MINUTES!

### America's Best Concessionaire

Delivers The Highest Per-Capita Sales In The  
Entire Amusement Field

Write or Call Collect . . . NOW!  
PENNYPACKER 5-5966  
(Philadelphia)



# BERLO



## VENDING COMPANY

A Division of A.B.C. Vending Corp.

333 SOUTH BROAD STREET, PHILADELPHIA 7, PENNA.  
OFFICES EVERYWHERE

## Judges View "Game" As Distrib Appeals

CHICAGO—Three judges in the U. S. Court of Appeals, Walter C. Lindley, H. Nathan Swain, and Elmer J. Schnackenberg, viewed "The Game Of Love" to decide whether the picture is "obscene and immoral," as the city contended in lower courts, after the Police Censor Board had banned it.

Master in Chancery David J. Shipman, after prolonged hearings, decided the movie was acceptable for adults, and said the city's obscenity ruling was void. Federal Judge Samuel Perry reversed Shipman's findings. The distributors then appealed.

Robert J. Collins, city attorney, stuck to his guns, declaring the film is "immoral and obscene" and should not be shown.

## Buffalo

Milton K. Robinson retired after 16 years as secretary, Eastman Kodak Company, Rochester, N. Y. . . . Richard T. Kemper, Dipson Theatres zone manager, was honored at a testimonial dinner given by the Buffalo Yacht Club, of which he is past commodore. . . . Arnold Febrey, formerly with RKO here, now is representing United Artists in Rochester and Syracuse, N. Y. . . . W. Kelly Hannan, general manager, American Optical Company's instrument division, which developed Todd-AO, was named a vice-president of the firm. . . . Phil Engel, 20th-Fox exploiter, was in from Boston to assist branch manager Charlie Kosco with a cocktail party in the Town Casino in honor of Pat Boone, visiting on behalf of "Bernardine." . . . Mayor Steven Pankow issued a proclamation saluting Warners' "The Spirit Of St. Louis" in the Center.

## Chicago

Michael Stehney was appointed vice-president and executive producer, Kling Films. . . . B and K was planning to purchase the Mercury, Elmwood Park, Ill. . . . Ken Edgerly, B and K veteran manager who had been serving between the Granada and Nortown since the clos-

(Continued on page 23)

## Minimum Wage Measure Will Not Exempt Theatres

RALEIGH, N. C.—The Senate committee on manufacturing, labor and commerce of the North Carolina Legislature last fortnight refused to exempt motion picture houses from a bill calling for a 75 cent per hour minimum wage in the state, but amended the measure to exempt persons under 18, so that it would not affect youthful ushers and cashiers. Persons working 18 hours or less per week also were exempted.

Harry E. Buchanan of Hendersonville, lobbyist for theatre interests, and others recently appeared before the committee to request that theatres not be included in provisions of the bill, one of the arguments being that motion picture houses often hire high school students in their off-time.

# CANDYDLY SPEAKING

AS THE LENTEN season drew to a close last fortnight, the season for drive-ins shifted into high gear and, with hopes for better and more seasonable weather justly being entertained by exhibitors, the problems and opportunities for successful drive-in concession merchandising came to mind for further consideration.

WITH more and more drive-ins enlarging the concession operation to one comparable to first class restaurant service, the field of EXTRA PROFITS begins to expand to one of principal profits, in that some elaborate merchandise of the mushrooming refreshment stand is often priced at a figure double, even triple, that of the admission.

AND, as exhibitors continue to grow in the concession industry, they go deeper and deeper into unfamiliar territory where, without the know-how and the experience behind their competitors in the food field, they face considerable financial peril. With the greater portion of the return on his drive-in investment—and it is often true of the conventional theatreman, too—predicated on the success of the concession stand, the operator is well advised to study with care the principles of merchandising and to weigh the value of new selling aids and new food and service items as they are developed.

ONE of the most dependable sources of information and guidance in our economy of free enterprise is the manufacturer, distributor, or supplier. It is rare that either will risk the reputation of his brand in the competitive market with advertising that is less than a true representation of his product.

FOR the smaller theatre situations which are unable to enlarge the concession operation or would find it unprofitable to do so, there is much to be learned from the drive-in bonanza which can be scaled down to the individual case and applied with success to other operations, both in the products themselves and in the methods of selling them. And, without doubt, many of the innovations embraced by the larger concession merchandisers will eventually be demanded by patrons in all theatres.

—BILL HADDOCK

The crowded drive-in concession stand, and how to keep it that way, is a primary concern of most exhibitors in realizing maximum profits.

**Candy is Delicious Food**  
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

**Popcorn Is A Nutritious Food**

Cooperating with the  
NATIONAL ASSOCIATION OF  
CONCESSIONAIRES

Dedicated to serving the popcorn  
and concession industries.

# EXTRA PROFITS





*They  
like it  
best . . .  
and*

# THEY DRINK IT MOST!

**that means  
bigger profits  
for you!**

Over 50 million times a day, people the world over enjoy the special pleasure of Coca-Cola . . . proving they prefer top-quality in refreshment as in entertainment. When you feature this proven favorite . . . so good in taste, in such good taste . . . you sell *more*. So—you make *more profit*.



**SIGN OF GOOD TASTE**

**4 STAR FEATURE ★ QUALITY ★ PREFERENCE ★ PROFIT ★ SERVICE**

“COKE” IS A REGISTERED TRADE-MARK. COPYRIGHT 1957 THE COCA-COLA COMPANY.

One of the most important phases of drive-in concession stand merchandising is the careful planning and design of the layout. An even flow of traffic to ensure rapid turnover of patrons is essential to the successful operation, and the merchandising hints contained in the material presented herewith, which was prepared by the staff of National Theatre Supply, should be of value to every outdoor theatre man, large and small, in the planning, remodeling, or construction of a concession area. Concession sales account for upwards of 40 per cent of the total gross income of the drive-in theatre. For every dollar taken in at the boxoffice, another 60 cents is spent for food, beverages and candy. Planning for an efficient concession operation, therefore, is worth your time.

Most of the original drive-ins used the station type concession. In it, the patron must fight his way to the counter, get the attention of a waiter, order and pay for his food; and then, tussle with the crowd behind him when he starts back to his car. Many such operations are reminiscent of department store bargain basement sales. It is impossible to handle a rush crowd efficiently, so a great number of hungry patrons prefer to do their eating after the show at a roadside stand or else come fully prepared with food purchased outside the drive-in.

The most satisfactory concession arrangement from the patron's viewpoint and also profit-wise to the drive-in, is the cafeteria style. In it, patrons are directed in fast moving lines along the food counters and help themselves to whatever they desire. Cafeteria type concessions gross from 20 to 25 per cent more than do station types—proof enough that the cafeteria operation is better suited to drive-in requirements.

### 10 Suggestions

We list below 10 suggestions that merit your consideration in planning your concession:

1. Experience shows that you should provide an area for serving and selling that is equal to two and one-half square feet for each car your drive-in can accommodate. For example, if you have an 800-car drive-in, you should provide 2,000 square feet of space in the concession building for serving.
2. Storage space requires one-half square foot per car accommodated. Assuming again an 800-car drive-in, the storage space should equal 300 square feet.
3. All traffic lines should be straight. If a curve is necessary, make it a large radius curve.
4. Have enough lanes. At least two for up to 700 cars; four for 700 to 1,000 cars; and six to eight beyond 1,000 cars.
5. If possible, arrange the lanes so that one cashier can handle two lanes during the slow periods. Provide for one cashier per lane during the rush period.
6. Allow for future expansion of the entire concession area—serving, selling and storage.

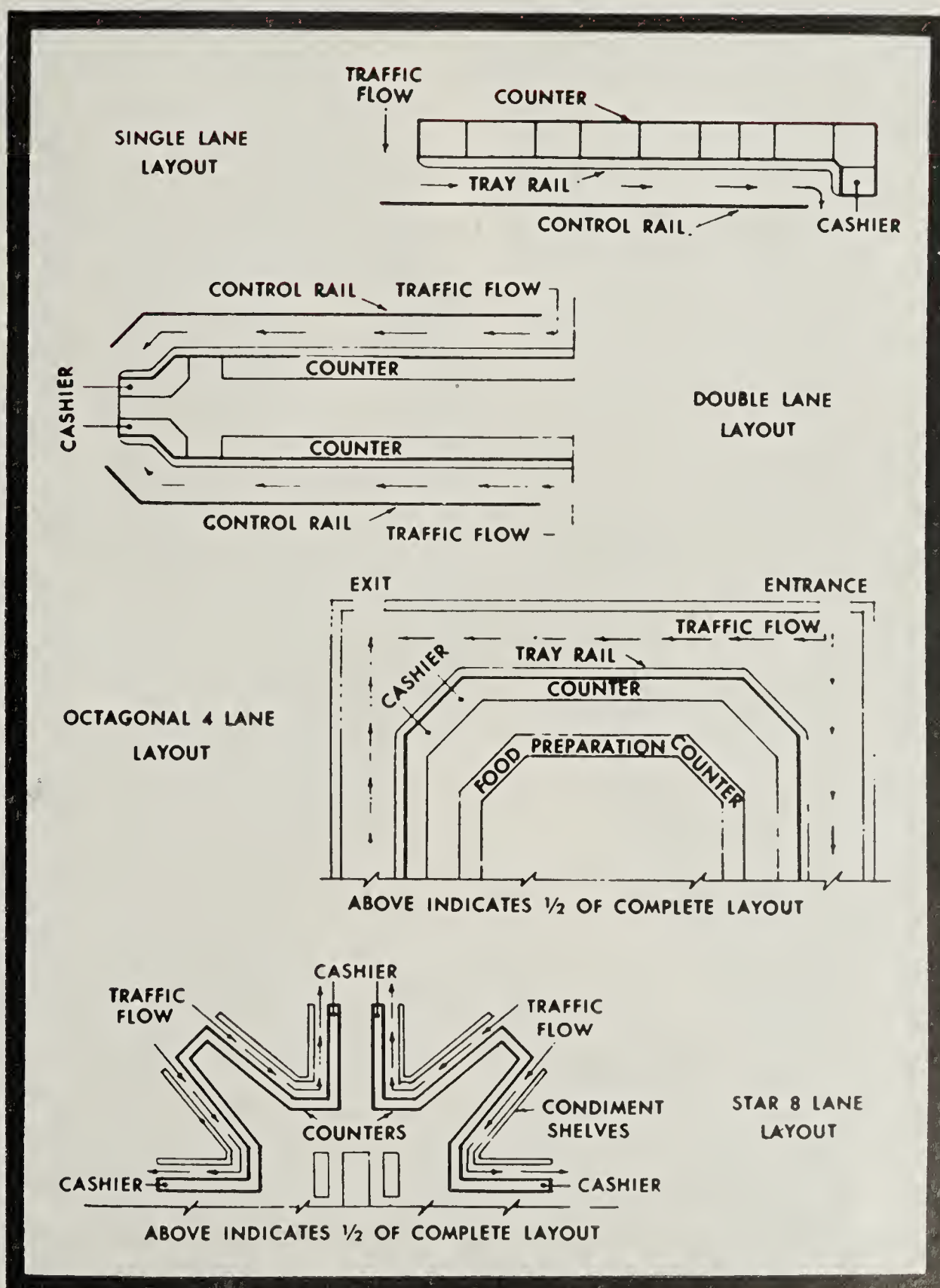
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Seen are a number of cafeteria-type counter layouts. They indicate various successful arrangements of drive-in concession facilities.

# Planning Equals Profits

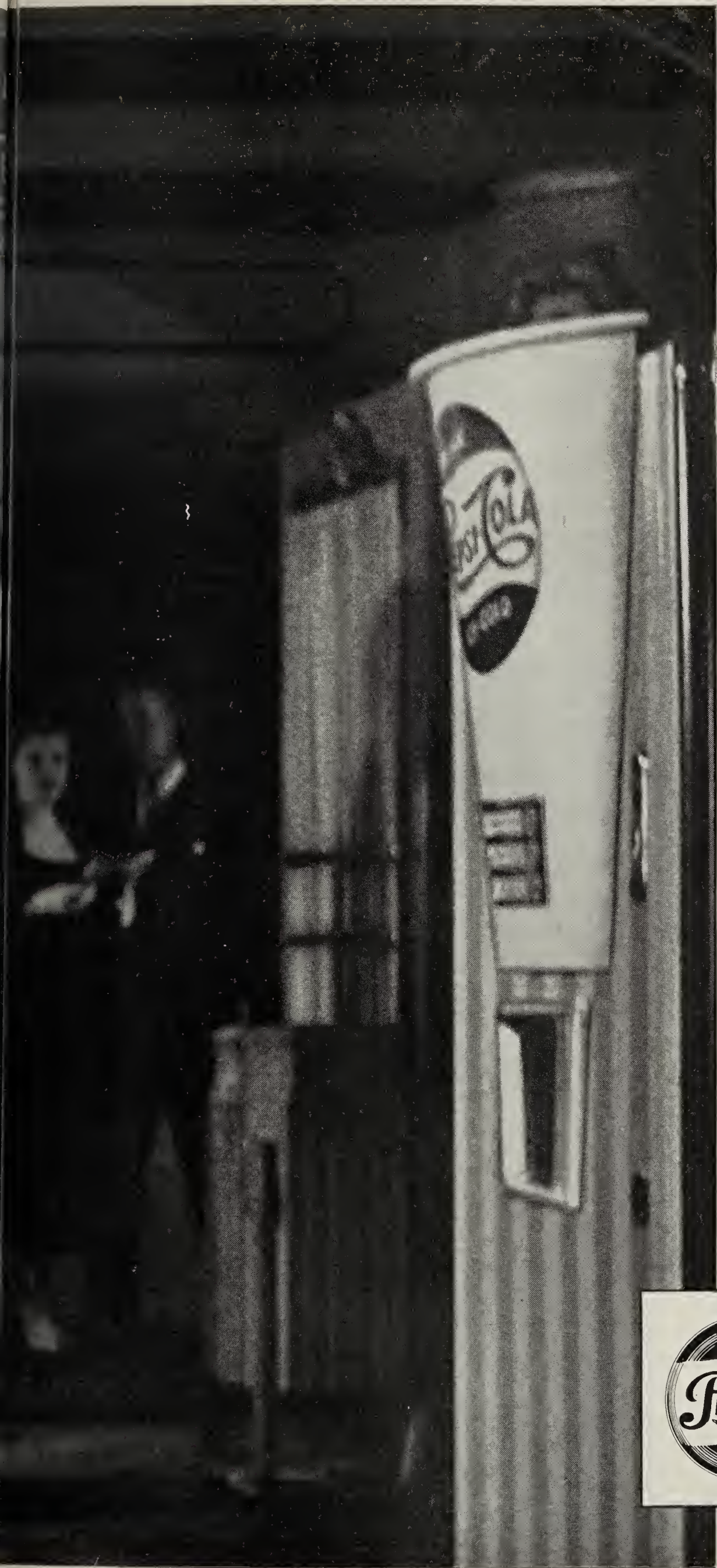
## At

# Drive-In Concession Stands









**B**ecause they like  
light refreshment  
people are saying  
"Pepsi, Please"!

*Good news for theatre  
operators—because Pepsi  
means more drinks per gallon—  
more profit per drink, too!*

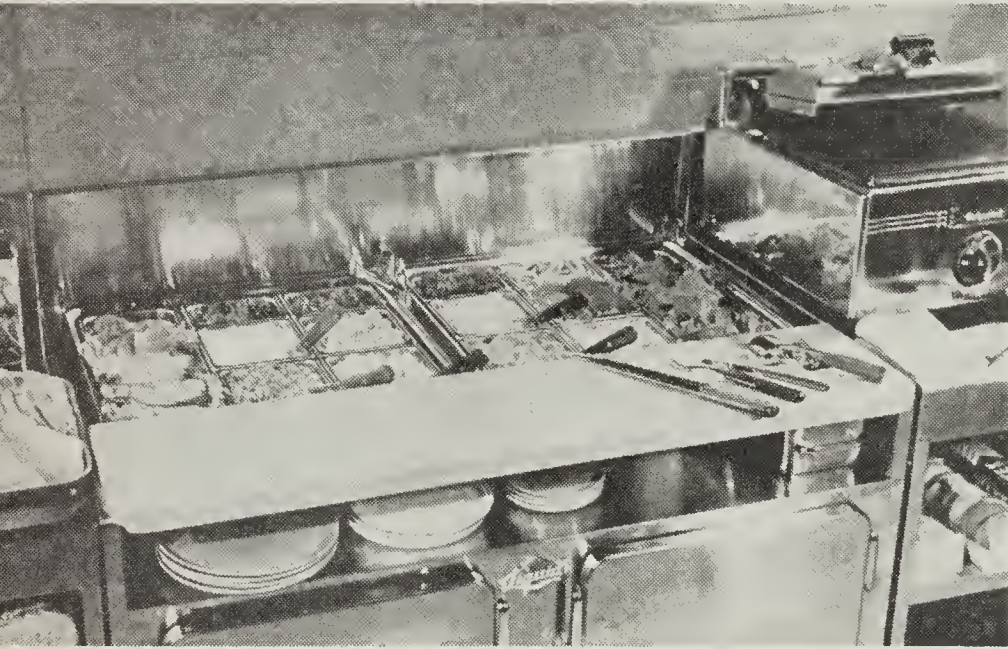


# The Old-Fashioned Sandwich Still Makes Money

**S**ANDWICHES are an increasingly popular concession stand item at drive-ins and in those conventional theatres with sufficient space to accommodate the equipment essential to preparation.

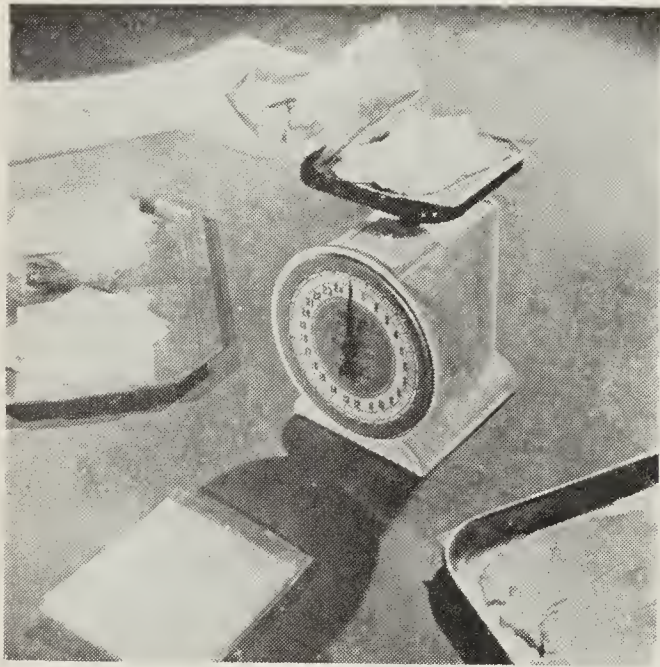
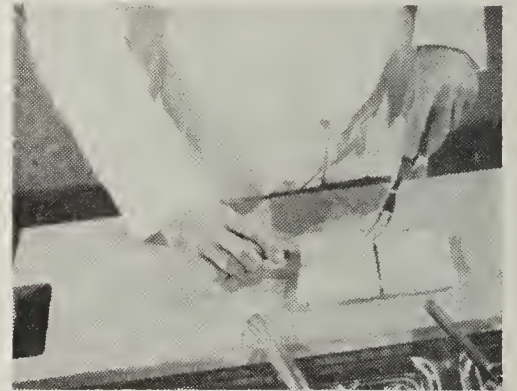
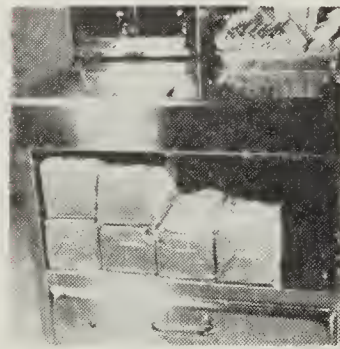
The concession operator should investigate sandwich-making units to determine the one best suited to his needs. An efficiently planned area such as that below, designed to meet service requirements, means more profits.

Sandwich-making tools, right, should include a knife with a sharp, rigid blade, a two-tine fork, a short spatula, a scoop for portion control, and tongs for garnishes.



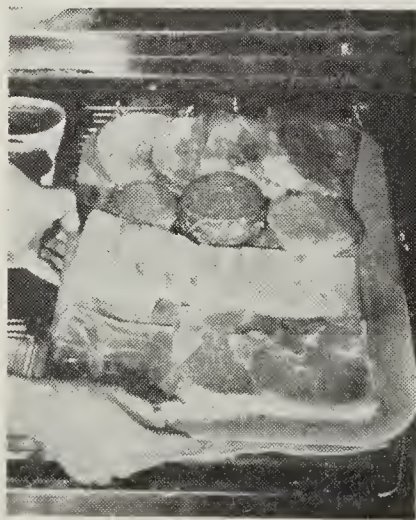
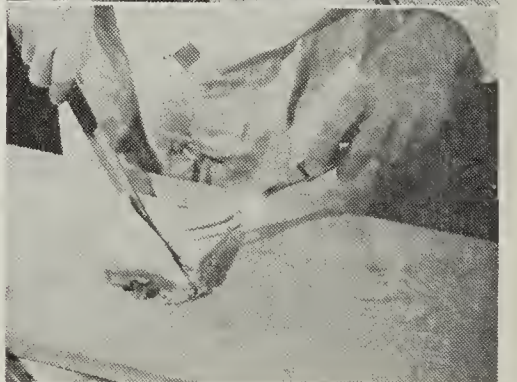
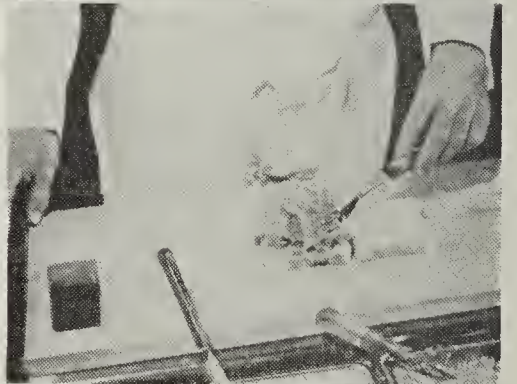
Extra supplies of bread, below left, should be stored on shelves or in a drawer, convenient to the working area.

Making a sandwich, below right, top to bottom, both slices of bread are spread with butter, margarine, or mayonnaise. The fork holds bread in position. Then, with a short spatula, sandwich filling is added. A fork can be used to spear meat or cheese. Third, crisp lettuce is added and, finally, the sandwich is cut with an easy, sawing motion, held steady with the tines of the fork.



Cold meats and cheeses should be sliced and weighed in advance for portion control and cross-stacked between wax paper, as at left. A variety of breads may be arranged on a tray, below left, for fast service. Different breads grow in demand as customers try them, like them, and come back for more. Featuring "special" breads can make profits climb.

For the storage of sandwich fillings under refrigeration, below, the items should be wrapped in wax paper to prevent drying. To insure freshness, only small amounts of filling should be kept on the work area.



## An Example Of Good Concession Planning

The Don Drive-In, Mississippi City, Miss., owned by O. O. Cummings, has a double line Manley Serv-O-Ramic to handle large year-around crowds. A cash register placed in the center of the building checks out both lines. The stand is well lighted with over-head fixtures which spotlight such things as popcorn, french fries, hot dogs, sno-cones, soft drinks, and ice cream. The entire installation is self service.

New innovations added to the hot food section are designed for more adequate heat control, and for quicker, easier handling of food. Drawers in both the dry heat and steam heat sections have been sectionalized into groups of four stainless steel screen baskets. When the top drawer is emptied, it is easily removed and filled. The bottom basket is placed to the top, to be in turn switched when it is emptied.

The screen trays in both moist and ray heat sections are loose fitting for better circulation of heat and easy removal. Deflectors in the hot air and steam heat section, mounted under and around the



The well planned concession area of the Don Drive-In is equipped with Manley Serv-O-Ramic units to handle maximum, rush crowds.

drawers, insure proper circulation, and eliminate any steam condensation on glass doors.

Deflectors and risers in the mesh popcorn drawer insure proper circulation, keeping each popcorn box hot, and eliminating hot and cold spots.

### Aluminum Foil Packaging Line Offered By Rex Specialty

NEW YORK—The Rex Specialty Bag Company has announced that it is adapting aluminum foil to the special needs of concession operation. In a recent statement to the press, the company emphasized the qualities of aluminum foil for pre-packaging, pointing out that its insulating and moisture-proof properties give the concession stand advantages which contribute to greater volume and easier handling.

The concession operator, Rex says, can pack his hot foods in aluminum foil during slack periods to serve them hot in rush hours, preserving freshness and flavor and protecting customers' hands and clothing from grease.

The Rex aluminum foil line now includes, it was announced, standard and giant size hot dog bags, hamburger bags, barbecue bags, and sandwich bags. Printed designs in appealing colors on the foil assist in merchandising.

### Planning Equals Profits

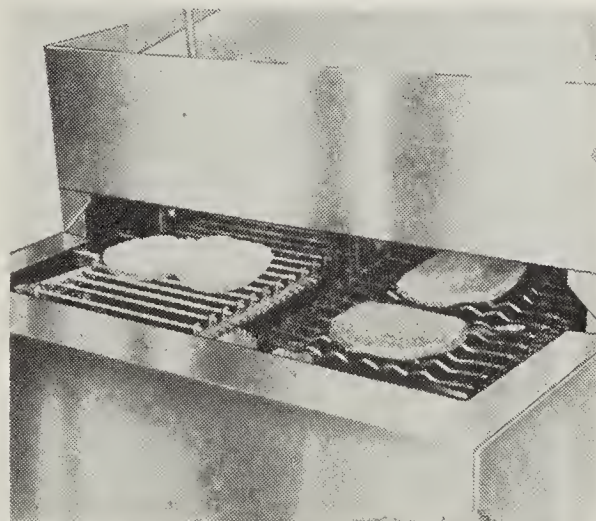
(Continued from page EP-3)

7. Do not place rest room entrances off the refreshment area. Entrance to the rest rooms should be from the outside.
8. Position the concession building so that it is most centrally located to the greatest number of cars. This will bring it slightly toward the screen side of the physical center of the parking area.
9. Provide a well-defined access walk along the centerline of the drive-in leading to the concession building. In some instances it has been found desirable to provide two walks in the form of a "V" with the point at the rear of the concession building and the walks diverging toward the last ramp. In effect, this divides the parking area in back of the concession into three equal sections which reduces the distance a patron

must walk from his car to the building.

10. Provide high quality, large capacity equipment. Eighty per cent of the concession sales are made during the intermission break, so the equipment must have an adequate capacity and be dependable.

### New Automatic Broiler Said To Cut Expenses



The new Sani-Broiler, a compact broiling and toasting unit, is completely automatic.

INDIANAPOLIS—According to its manufacturer, General Equipment Sales, Inc., the new Sani-Broiler, making 60 or 600 hamburgers and hot dogs per hour, will pay for itself in a short time through the savings the concession operator can effect.

The new unit, it is said, is completely automatic and requires space of only 23 inches by 48 inches. Foods are broiled and buns are toasted by radiant, infra-red heat, producing a juicier, more appetizing product and reducing meat shrinkage. Through this process, more full size hamburgers can be made per pound of meat.

The Sani-Broiler is being produced with an optional extension which enables the operator to put five orders on at one time, allowing him extra time to attend to beverage and other orders.

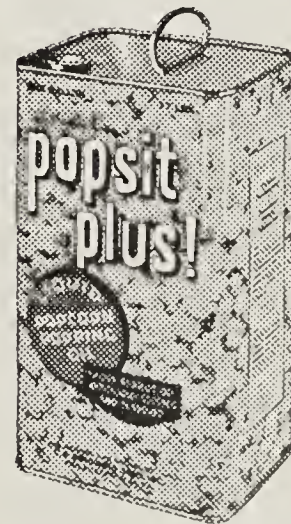
## FREE! new popcorn merchandising kit (available thru **popsit-plus** jobbers)

Get ready for red-hot popcorn sales with this exciting new merchandising kit—consisting of perpetual motion "wobbler" and multi-color streamers.

It's yours free when you contact your Popsit-Plus jobber. Put zip in your popcorn sales—act today!

# popsit plus!

## liquid popping oil



**rich, butterlike flavor**  
plus these important  
advantages:

- golden color
- fewer duds
- all-weather pouring
- less cost per bag
- appetizing aroma
- stores easily—no fire hazard
- measures accurately—no waste

by the Popping Oil Specialists  
To The Nation

SIMONIN, PHILADELPHIA 34, PA.

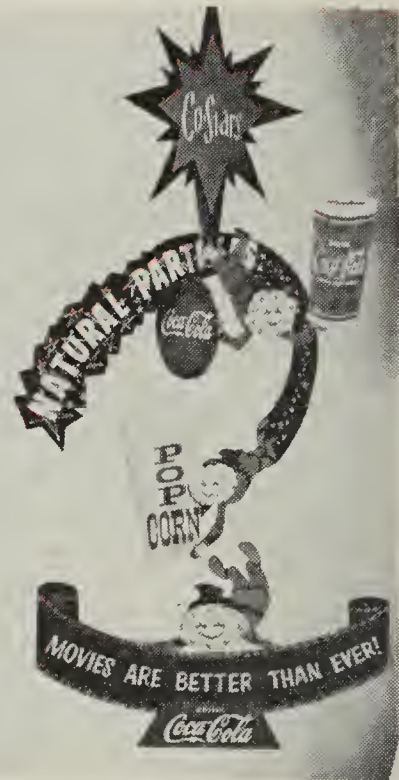
# Coca-Cola Company Offers New Merchandising Aids



The Coca-Cola Company recently announced that it now has available a new series of point-of-purchase advertising, featuring popcorn and Coke.

In the series, two new mobiles and corobuff background material are provided free as merchandising aids, particularly valuable in reminding theatre patrons of the pleasures of refreshment.

Presented herewith are a few examples of the new Coca-Cola Company material. To the left and right, the new mobiles, and, below, an example of the kind of display available on corobuff for backgrounds.



## ABC Vending Sales A Record \$53 Million

NEW YORK—ABC Vending Corporation for 1956 had the highest annual sales in its history at \$53,645,041, Charles L. O'Reilly, chairman, and Jacob Beresin, president, informed shareholders in the tenth annual report last fortnight.

Sales represented a 6.9 per cent increase over the \$50,172,202 reported for 1955. Net income after taxes for 1956 of \$1,632,172 was equal to \$1.62 per share on 1,010,199 shares of common stock. This compares with earnings of \$1,564,038 in 1955, or \$1.54 a share on the stock currently outstanding. At the year-end, net working capital was at a record high of \$5,187,688, compared with \$4,664,563 at the close of 1955.

About 78 per cent of 1956 sales of ABC Vending Corporation came from personally-attended stands in theatres, drive-ins, transportation terminals, and industrial plants, while the balance was derived from ownership and operation of automatic vending machines, it was said.

## Dane Corp. Names Two Execs

BOSTON—Samuel Dane, president, Dane Corporation, recently announced that two former associates have joined the Corporation.

Robert E. Coleman comes to the Corporation as vice-president in charge of national service operations. He was formerly national service manager, Jet Spray Coolers. Charles I. Snow, who joins the company as vice-president in charge of advertising and public relations, was formerly advertising director, Jet Spray Corporation.

Snow, it was said, would soon release information concerning advertising and promotional plans designed to help the dealers who will handle Dane's "D-C"—double checked line of food and beverage dispensing equipment.

## Popcorn Institute Study Analyzes Ad Materials

CHICAGO—A survey being conducted by the Popcorn Institute is giving theatre and concession operators the opportunity to voice their opinions on the effectiveness of many types of concession point-of-sale materials. The results of the survey will determine to a large degree the kind of material the Institute will produce in the future, according to its executive director, William E. Smith.

"Since the Popcorn Institute is the largest supplier of merchandising materials to the popcorn industry," said Smith, "it is using this survey . . . to determine how it can give the industry the most effective sales aids possible."

The survey seeks to pinpoint the effectiveness of point-of-sale materials in general, the relative merits of many different types of displays and posters,

the importance of colors used, the type of artwork preferred, even the price at which users can afford to purchase mass quantities of merchandising kits.

"The popcorn industry has a great need for effective sales materials," Smith explained, "as evidenced by the fact that, after a recent announcement of the kits available at the Institute, we completely closed out our stocks of three of the seven kits in a few weeks."

## Food Mobile Suggests New Drive-In Services



The Confection Cabinet Corporation's recently introduced E-Z Go Food Mobile is reported to have boosted drive-in concession income almost 30 per cent in field tests. It offers new possibilities in supplementing regular concession service.

## EXTRA PROFITS

Volume 12, Number 2 May 1, 1957

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarian Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast Representative: Paul Manning, 8141 Blackburn Ave., Los Angeles, Calif.

### Advisory boards—

Executives and heads of the concessions and vending departments of theatre circuits:

Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Theatres, Dallas; Raymond Willie, Interstate Theatres Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Morie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometco Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Ont., Canada; Morton G. Thalheimer, Jr., Neighborhood Theatre, Inc., Richmond, Va.

Manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. F. Rathbun, Fred W. Amend Company, Chicago; Harold Sharp, The Coca-Cola Company, New York; Marvin Spltz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Sald, McPholl Chocolate Company, Oswego, N. Y.

## Senate Hearings Start On Ohio Censorship

COLUMBUS, O.—The Ohio Senate education committee was slated to open hearings today (May 1) on a substitute bill offered by Senator Delbert Latta, Republican, Bowling Green, which is designed to strengthen present state anti-obscenity laws. The measure was offered following the defeat of a motion to table another bill which would revive the defunct film censor board.

The Latta bill would require film distributors to register with the Secretary of State and would empower the Attorney General to file petitions in Common Pleas Court against any firm which he considers violating the "obscenity" law. A court hearing within five days of petition is provided, with the decision to be rendered by jury. The proposed measure would further provide statewide ruling on questionable films and eliminate the necessity for action by city and county officials.

Among the advocates of censorship speaking at a committee hearing last week was Paul J. Lynch, administrative assistant, Ohio State Council of the Knights of Columbus, who said that most film producers are honest, but that some "trade in trash, seek financial gain in filth, and recognize no law but that of the box-office." Senator David Morgan, Republican, Columbus, deplored such "sophisticated" films as "High Society," "The Barefoot Contessa," and "Summertime," saying that children's morals need protection and that if the censorship bill were not approved, "the public will rise up and smite the film industry."

### Chicago

(Continued from page 14)

ing of the Harding, was named manager, newly reopened Garrick. He is being assisted by Samuel Grossman. . . . Albert Smith, Uptown, returned to duty after eye surgery. . . . Elmer Immerman, B and K personnel director for many years, retired.

### Cincinnati

H. Russell Gaus, formerly at the MGM Atlanta exchange, has been transferred here as branch manager, succeeding E. M. Booth, who has been appointed special sales representative, Indianapolis. Booth was MGM branch manager here for many years. . . . J. Everett Watson has been appointed press representative in the Cleveland, Pittsburgh, and local area for Paramount, after 21 years with MGM. He

Watch for them!

**NEXT!**

**Okla. City Territory**

Issue of May 8

**St. Louis Territory**

Issue of May 15

Save them!

## Film Exchange and Dealer Listing for the NEW YORK FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

### Film Distributors

#### ALLIED ARTISTS, 630 9th Ave.—PLaza 7-8420

Br. Mgr.: Nat Furst. Asst. Br. Mgr.: Jack Farkas. Office Mgr. and Booker: Etta Segall. Sales: Meyer Solomon. Bookers: John Shields, Lou Olshan. Cashier: Norman Benchik. Emerg. Phone: PLaza 7-8420.

#### BUENA VISTA (Disney), 477 Madison Ave.—PI 9-3880

Br. Mgr.: Leo Greenfield. Sales: David Burkan. Booker: Vito Sperti. Emerg. Phone: None.

#### COLUMBIA, 630 9th Ave.—Circle 6-0900

Br. Mgr.: Saul Trauner. Office Mgr.: Phil Greenspan. Sales: John Wenisch, Jules Rieff, Lou Steisel. Bookers: Katherine Becker, Dean Kakuris, Ben Levine, Irving Baron, Dave Jacobs, Arnie Lewis. Cashier: Jerry Esbin. Emerg. Phone: Circle 6-0900. (Div. Mgr. in residence: Nat Cohn)

#### CONTINENTAL, 50 W. 57th St.—PLaza 7-2593

V.P. in charge Sales: Carl Peppercorn. Circuit Sls. Mgr.: Herman Silverman. Accounting: Philip Stogel. Booker and Prints: Judy Bridge. Emerg. Phone: None.

#### D.C.A., 1560 Broadway—JU 6-7800

Br. Mgr.: Ira Michaels. Booker: Dick Feinstein. Emerg. Phone: None.

#### FAMOUS FILM, 630 9th Ave.—Circle 5-9025

Br. Mgr.: Harry Goldstone. Office Mgr. and Cashier: Sam Goldstone. Booker: Ben Nuzzo. Emerg. Phone: Circle 5-9025.

#### FAVORITE, 630 9th Ave.—Circle 6-0980

Br. Mgr.: Jack Bellman. Booker: Sherry Schenendorf. Cashier: Ida Lehman. Emerg. Phone: Circle 6-0980.

#### HOFFBERG, 362 W. 44th St.—Circle 6-9031

Mgr.: Jack Hoffberg. Office Mgr. and Booker: Mary Morgenthaler. Emerg. Phone: Circle 6-9031.

#### I.F.E. (Italian), 1270 Avenue of the Americas—JU 2-4040

Sales: Sal D. Gennaro. Emerg. Phone: None.

#### METRO-GOLDWYN-MAYER, 630 9th Ave.—Circle 6-6200

Br. Mgr.: Louis Allerhand. Asst. Br. Mgr.: Harold Zeltner. Office Mgr.: Sidney Stockton. Sales: Edward Richter, Robert Kraus. Bookers: Harold Margolies, John Cunniff, Wm. Kiernan, David Klein, Wm. Frankle, Moe Rose. Cashier: Harry Kugel. Field Exp.: Charles Felleman. Emerg. Phone: Circle 6-6200. (Dist. Mgr. in residence: Saal Gottlieb)

#### PARAMOUNT, 331 W. 44th St.—Circle 6-6160

Br. Mgr.: Myron Sattler. Sls. Mgr.: Nathan Stern. Office Mgr. and Head Booker: Richard A. Magan. Sales: Edward H. Bell, Lou C. Wechsler. Bookers: Catherine Flynn, John J. Curtin, Chester Pickman, Eugene Newman, George A. Casiano. Cashier: Max Schreiber. Emerg. Phone: Circle 6-6160.

#### PRINCIPAL, 630 9th Ave.—Circle 6-6660

Br. Mgr.: Sam Krellberg. Sales: Dick Perry. Office Mgr. and Booker: Adeline Ginsberg. Emerg. Phone: Circle 6-6660.

#### REALART, 630 9th Ave.—Circle 6-1717

Mgr.: George J. Waldman. Sales and Booker: Herman Schwartz. Cashier: Ruth Kopf. Emerg. Phone: Schwartz, LU 4-0445.

#### REPUBLIC, 630 9th Ave.—Circle 6-0760

Br. Mgr.: Joseph Wohl. Sales: Robert J. Fannon. Bookers: Ann Plisco, Chrysula Blionas. Cashier: Lola Schwartz. Emerg. Phone: Circle 6-0760.

#### TUDOR, 151 W. 46th St.—Judson 2-1877

Br. Mgr.: Moe Kerman. Office Mgr.: Lillian Hoffman. Emerg. Phone: Kerman, Long Beach, GGeneral 1-3147.

#### 20th CENTURY-FOX, 345 W. 44th St.—Circle 6-6700

Br. Mgr.: Alex M. Arnswalder. Sls. Mgr.: Mike Nuzzola. Office Mgr.: William Cohen. Sales: Abraham Blumstein, Morris Kurtz, Lawrence L. Brown, Tom Feeny, Theodore B. Paris. Bookers: George Blenderman, Peter Fishman, Alexander Mendelson, Louis Kuttler. Print Bookers: William Tavernise, Sylvia Hochberg, H. Unger. Cashier: Pat De Blasi, Leo Lubin. Emerg. Phone: Circle 6-6700. (Eastern Div. Mgr. in residence: Martin Moskowitz, and Atlantic Dist. Mgr. in residence: Abe Dickstein)

#### UNITED ARTISTS, 630 9th Ave.—Circle 6-5480

Br. Mgr.: Joseph M. Sugar. Office Mgr.: Nathan Morris. Sales: Myron Starr, Sam Rifkin, Seymour Berkowitz, William Hartman. Bookers: Anthony Agoglia, Harvey Epstein, David Bass, Marty Schlusberg, Thomas Kneitel. Cashier: Daniel Rosenberg. Emerg. Phone: Circle 6-5430.

#### UNIVERSAL-INTERNATIONAL, 630 9th Ave.—Circle 6-4747

Br. Mgr.: Joseph Rosen. Asst. Br. Mgr.: Harry Fellerman. Sls. Mgr.: Nat Goldberg. Office Mgr.: Leo Simon. Sales: Philip Winnick, Harold Rosen, Fred Mayer. Head Booker: James Davidson. Bookers: Thomas Goff, Donald Schwartz, Peter Padavano, Marvin Friedlander, Albert Quaedvlieg. Cashier: Harry Tissot. Emerg. Phone: Circle 6-4747.

#### WARNER BROS., 325 W. 44th St.—Circle 6-1000

Br. Mgr.: Ben Abner. Sls. Mgr.: Gus Solomon. Office Mgr. and Head Booker: Al Blumberg. Sales: Lee Mayer, Leo Jacobi, Irving Rothenberg, Harry Decker. Bookers: Mike Anderson, Sam Miller, Manny Gross, Pete Sage, Shirley Levy. Print Booker: Tony DeMeo. Cashier: Harry Hummel. Head Shipper: Ben Block. Emerg. Phone: Circle 6-1000. (Eastern Dist. Mgr. in residence: Ralph J. Iannuzzi)

### Supply Dealers

AMUSEMENT SUPPLY CO., 346 W. 44th St.—Circle 6-0850 Emerg. Phone: IN 2-6691.

CAPITOL MOTION PICTURE SUPPLY CO., 630 9th Ave.—PLaza 7-4510

CINEMATOGRAPH INTERNATIONAL, INC., 630 9th Ave.—Circle 6-6285

Emerg. Phone: ESplanade 6-5698.

CROWN MOTION PICTURE SUPPLIES CORP., 354 W. 44th St.—Circle 6-4780

JOE HORNSTEIN, INC., 341 W. 44th St.—Circle 6-6285

Emerg. Phone: ESplanade 6-5698.

NATIONAL THEATRE SUPPLY, 356 W. 44th St.—Circle 5-6900

PHILIPS EXPORT CO., 100 E. 42nd St.—OXford 7-3600

S.O.S. CINEMA SUPPLY CORP., 602 W. 52nd St.—PLaza 7-0440

Emerg. Phone: LOngeach 6-10044.

STAR CINEMA SUPPLY CO., 621 W. 55th St.—Circle 6-3678

### Screen Trailers

FILMACK TRAILER CO., 630 9th Ave.—PLaza 7-0900

NATIONAL SCREEN SERVICE, 1600 Broadway—Circle 6-5700

### Signs, Advertising and Printing

ARTKRAFT STRAUSS SIGN CORP., 830 12th Ave.—Columbus 5-5155

BROADWAY MAINTENANCE CORP., 22-09 Bridge Plaza N. Long Island—STillwell 6-3700

NATIONAL SCREEN SERVICE, 1600 Broadway—Circle 6-5700

### Messenger Service

HIGHWAY EXPRESS LINES, 360 16th St., Hoboken, N. J.—WHitehall 3-9188 (N. Y. telephone)

### Service Companies

ALTEC SERVICE CO., 254 W. 54th St.—Columbus 5-3255

RCA SERVICE CO., 153 E. 24th St.—LEXington 2-0928

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

## Ohio Cities Disagree On Bingo Stoppage

TOLEDO, O.—City officials and Allen County authorities said they would not stop Bingo operations in their areas, despite Governor C. William O'Neill's admonition that all Bingo is illegal in Ohio. Elsewhere, city and county officials said they were issuing orders for shut-down of Bingo and allied games of chance, whether conducted for charity or not.

Police Chief Harold J. Fraley of Tiffin and Sheriff John W. Dysard of Seneca County ordered Bingo games and pinball machines out of business. They said the city had two such games and the county three.

Sheriff V. Dean McAllister of Wyandot County said that he is closing all Bingo games there. Police Chief Joseph Blackmore, Middletown, has ordered all Bingo games closed immediately. He says all organizations which have been conducting such games have agreed to cooperate with the order.

succeeds Ralph Buring, resigned. . . . Recuperating from surgery were Mrs. James Brunette, wife of the Paramount office manager, and G. C. Porter, exhibitor, Beckley, W. Va. . . . Herman Hunt has closed his Avon for an indefinite period. . . . Fay Henshaw, formerly with U-I, is now secretary to L. J. Heidingsfeld, Buena Vista sales representative. . . . Robert Doppes, U-I salesman, resigned. . . . J. Elmer Redelle, 80, manager, Victory, Dayton, O., since 1919, died after a long illness.

**COLUMBUS, O., NEWS**—Frank Marzetti has closed the Indianola, North Side neighborhood house. He will continue to operate the neighborhood Linden. . . . City Council of Chillicothe, O., voted six to one to order solicitor William Stanhope to bring in a Daylight Saving Time ordinance at the next meeting, but agreed that any action would be contingent upon the result of the May 7 Columbus primary, in which a charter amendment establishing fast time is up for decision.

## Cleveland

The first Todd-AO installation in the area is announced by E. C. Prinsen, who is installing the equipment in his State, Youngstown, O. The purchase was concluded in a deal with Miles Mutchler, branch manager, National Theatre Supply. . . . Jack Armstrong, Bowling Green, O., who purchased the Strand, Valentine, and Defiance Drive-In, Defiance, O., from Mallers Brothers, has purchased the conventional Clinton, Port Clinton, O., and the Woodville Drive-In, Millbury, O., a suburb of Toledo. Elmer DeWitt, who was city manager of the Defiance theatres under the Mallers regime, continues in the same capacity with the new owners. . . . Bert Lefkovich, Community Circuit, bought new Simplex XL projectors from National Theatre Supply for the Embassy. . . . The deal between Mrs. Virginia O'Donnell and Bert Schoonmaker for the sale of the Loop, Toledo, O., failed to materialize. Mrs. O'Donnell, who was convalescing following surgery, was to



While on a recent visit to Indianapolis on behalf of U-I's "The Incredible Shrinking Man," star Grant Williams met Nick Mallers, owner, Lake and Warsaw Drive-In, Warsaw, Ind.

resume operation of the house as soon as she was fully recovered.

Otto Braeunig, with RKO for 33 years as auditor and office manager, has joined Republic as office manager and head booker. John Majdiak, Jr., who has been booking, returned to his former post, cashier. . . . Joe Bial, 70, brother of Robert and Matt Bial, Arkay and Display Studios, died. . . . The new 600-car Midway Drive-In, near Russell's Point, O., will open on May 30, the owner, Louis Wetzel, Dayton, O., announced.

## Dallas

Cinerama will end local operations in the Melba, on May 11, John Alterman, Jr., local head, announced. It was believed that the closing is temporary and that operations would resume in the fall when "Search For Paradise" is released. . . . Southwestern Theatre Equipment Company closed its offices here and has moved to the home office, Houston. . . . Following the tornado which cut a 21 mile path through the city, the WOMPI collected food, clothing, and cash for the victims. Employees on Film Row donated items including food, clothing, household utensils, bedding, and toys. National Screen Service was the focal point for the collection. Albert Flores and Ed Owen, Columbia, supplied a truck for the delivery of the items.

Tom Strothers, with National Theatre Supply for the past eight years, has joined the National Carbon Company. . . . The city received its eighth application for transmitting movies to home television sets. J. W. Monk, supervisor for utilities, said the latest application was filed by B. R. McLendon, owner, Casa Linda, and head, Tri-States Theatre Circuit, for the right to transmit movies via coaxial cable to home sets. He said McLendon's application asked only to serve the White Rock area. Monk said that he had been involved in "considerable" research into the applications which have been received by the city council since March 6, but did not disclose when he plans to make a report on his findings.

## Denver

The city attorney has ruled that the City Council has no right to impose Daylight Saving Time on anyone except city employees. A committee had been working on petitions that would have forced the Council either to pass a fast time law

## Texas COMPO Sees Daylight Time Danger

DALLAS—Kyle Rorex, executive director, Texas COMPO, announced recently that exhibitors had been alerted with respect to the detrimental effect Daylight Saving Time would have on theatre business if House Bill 323 became a law during the current session of the Legislature in Austin.

In a letter to every theatre owner and manager in the state, Rorex explained that extension of daylight hours would be extremely harmful to theatre business, since most patrons buy admissions after darkness sets in, especially at drive-in operations.

"While DST will give more daylight hours for golf, fishing, etc., it will take a heavy toll of movie patrons at the boxoffice inasmuch as it will require staying up late to view complete evening performances," Rorex said, adding a number of other arguments based on the public interest.

Exhibitors statewide accepting the challenge are writing letters and making personal contacts with State Representatives and Senators urging that the Bill be voted down if and when it comes out of a Legislature subcommittee. Theatremen were also asked to seek the aid of their local Chamber of Commerce and merchants to help outlaw fast time.

or put the matter before the public in a special election. The committee now says it will work to get it on the ballot in a special election in the fall. . . . Guy and Earnest Carlucci and A. B. Moore are building a drive-in west of Grand Junction, Colo., to be named the Monument View. . . . Robert Sweeten, manager, Denver, was named by the Denver Association for Mental Health as chairman of its drive for funds. . . . A. B. Hilliard is building a 400-seat theatre, the Chipita, at Ouray, Colo. . . . Claude Newell, MGM booker, was named business agent, Local F-29, IATSE, succeeding George Mayo, who resigned to become a salesman for Harry Thomas, Los Angeles independent distributor. . . . Mrs. Bert Lewis, owner, Peerlees, Holyoke, Colo., was in the Holyoke Hospital suffering from pneumonia.

## Des Moines

Gerald Darner, manager, Clarion, Clarion, Ia., was married recently to Charlene Hansen. . . . Jim Fenoglio announced the opening of the Bel-Aire Drive-In, Davenport, Ia., with Raymond Krewer as manager. . . . George Carpentier, East Moline, Ia., theatre owner, was recovering from an illness. . . . Allan Schrimpf, manager, Broadway, Council Bluffs, Ia., has been transferred to the State, Omaha. Harry Ashton takes his place at the Broadway.

## Houston

Forest Gamble has left Columbia and is devoting full time to the operation of the Jewel, Humble, Tex., and the Crosby, Crosby, Tex. . . . Dick Wygant, former owner, Heights, has been named manager, Uptown. Wygant has moved his wife and three children back into Texas from

## Crescent Celebrates Golden Anniversary

NASHVILLE, TENN.—The 50th anniversary of motion pictures in this city was celebrated recently in conjunction with the Crescent Amusement Company's 50th anniversary and its observance of its founding by the late Tony Sudekum, who opened the 170-seat Dixie on Summer Street, now Fifth Avenue, in April, 1907.

The circuit, which now includes theatres in Tennessee, Kentucky, and Alabama, played special anniversary programs in all houses, headed by the flagship here, the Tennessee. A special display in the Tennessee featured motion picture projection units down through the years, arranged by executive manager Floyd Rice and manager Earl Kemp. The equipment was from the collection of the late C. R. McCown, who served for many years as the circuit general manager.

Cooperative, full-page advertisements in newspapers, sponsored by industry firms, cited Sudekam's development of the company and his contribution to the local scene.

Later, Webb Hayes, executive vice-president, announced that the new general manager of the circuit is Robert Hosse, replacing E. O. Grainger, who moved to New York. It was reported that the company had awarded a contract for a \$450,000 office building for lease to The Tennessee Products and Chemical Company.

Oklahoma. . . . An all "adult program" was on the bill at the King Center West Side Drive-In, coupling "No Greater Sin" with "The Miracle Of Birth" and "Be-deviled." On the stage was Gordon Hale, lecturer on sex and marriage. Ads advised that children under 16 could attend provided that they were accompanied by their parents. . . . Joe Adzgery, assistant manager, Metropolitan, announced that the rest rooms have been redecorated with tile and marble.

### Jacksonville

Sheldon Mandell, co-owner, St. Johns, and secretary, Motion Picture Exhibitors of Florida, has sent out a letter composed by Mark Chartrand, Wometco Theatres, urging Florida exhibitors to oppose any effort to have Daylight Saving Time adopted in the state. . . . Jim Frazier, who opened H. B. Meiselman's new Town and Country here a few weeks ago, now is managing the Hollywood, Hollywood, Fla., for Claughton Theatres. . . . Jim Carey runs daily newspaper ads to stress the many free rides for children at Loew's Normandy in the outdoorer's Happy Land playground. . . . Carl Carter staged giant cartoon shows and gave away baby chicks to draw Easter crowds of children to his Airbase and Ribault Drive-Ins. . . . Abner Camp, Howco branch manager, made a stage appearance at the Florida when one of his new films, the British-made "The Colditz Story," was sneak previewed there. . . . O. O. Ray, Jr., has been advanced to office manager, Universal. . . . New booker on the Paramount staff is Harold Turbyfill.

MIAMI, FLA., NEWS—Wometco Old Guard held a luncheon and election of officers in the Reela Studios. Those elected to serve with president Tim Tyler, man-

### Tennessee Exhibitors Plan Annual Meeting

NASHVILLE, TENN.—The annual meeting of Tennessee Theatre Owners Association will be held May 28, in the Hermitage Hotel here. A one day affair only, the session will conclude with a banquet in the evening. Morton Tune, Princess, Shelbyville, Tenn., president, will preside. Now officers and directors will be elected and other necessary business will be acted upon.

The Association was much interested in legislation considered at the 1957 session of the Tennessee Legislature, recently adjourned. A bill to make possible Sunday operation was favorably acted on.

ager, Miami, for the next year are Gordon Spradley, Martha Wolfe, Betty Stokes, Joe Kline, and Al Cornwell. The new board of directors will select a new president and other officers, with Tyler holding over on the board. They will be installed at the organization's annual banquet next month.

### Los Angeles

The opening of the new 1,600-car Frontier Drive-In, San Diego, Cal., was to be attended by Robert Wagner, Natalie Wood, and other stars, according to Bernie Warwick, manager. The situation is owned by Bayview Drive-In Theatre Corporation, a subsidiary of Sero Amusement Company. . . . Norman Jackter, former Columbia Albany branch manager, has taken over his new post here as branch manager, succeeding Harold Greene, who is on an extended leave of absence because of illness. . . . Fred Stein, Fred Stein Enterprises, has been recuperating from a heart attack. . . . Jess Walker is the new operator, Willow, Buttonwillow, Cal.

### Minneapolis

A bill permitting the Twin Cities and nine adjacent counties and the City of Duluth to adopt Daylight Saving Time was passed by the Minnesota Legislature. Another bill to permit the entire state to go on Daylight Time later was passed by the House of Representatives, but its fate in the Senate was uncertain. Theatre-men conducted an active lobby against the fast time. . . . Johnny Olson, formerly of the Lyric, has been named assistant manager, State. . . . Carl Wagner, engineer for Michael Todd, producer of "Around The World In 80 Days," was in looking over 11 theatres to determine which would be the best showplace for the film.

### New Haven

George H. Lougee, manager, Milford Drive-In, for the past six years, died suddenly at his home. . . . Nat Rubin, formerly with Loew Poli, now is associated with a furniture store. . . . Middletown Drive-In gave free Easter Eggs on Easter Saturday and Sunday. . . . Bob Duffy, formerly with the Pix before merger with the Candlelite, Bridgeport, Conn., has been transferred to the Windsor Drive-In.

HARTFORD, CONN., NEWS—Abe Sinow was named Connecticut sales representative, Alexander Film Company, succeeding Ernest A. Grecula, resigned. . . . National Screen Service moved Adolph Edmonds from Connecticut into New York, with Leo Weston, ex-Hartford

salesman, replacing him in this area. . . . John Dunn, 83, manager, Stratford, Stratford, Conn., for 35 years prior to retirement in 1942, died recently. . . . Charles LaFlamme has been elected business manager, Local 304, IATSE, Waterbury, Conn., replacing Ralph DiPietro. . . . George H. Lougee, 45, manager, E. M. Loew's Milford, Conn., Drive In for the past six years, died.

### New Orleans

Ccnnie Aufdemorte, Hodges Theatre Supply, was recently awarded a five year pin for service in the American Red Cross for disaster and other work. . . . Joel Alleman, 20th-Fox; Kathryn West and Ellen Piot, Paramount Gulf; and Jane Moriarity, Richards Center, are WOMPI members. . . . Mrs. Ella Tate, Stevens Pictures, was recovering from surgery.

### New York

Harry Brandt, president, Brandt Theatre circuit and of the Independent Theatre Owners of America, is serving as treasurer of the "Your Favorite Charity" world premiere of "A Face In The Crowd," Elia Kazan's Newtown production for Warners, on May 28 at the Globe. . . . Christ Evangelical Lutheran Church, Jamaica Estates, held Easter Sunday services at the Century Meadows Theatre, 190th Street and Horace Harding Boulevard. The stage was converted into a huge altar. . . . American Legion Film Post 1292 announced a special benefit for veterans in Veterans Hospitals to be held midnight May 17 at the Rivoli on Broadway. A special performance of "Around The World In 80 Days" is scheduled. . . . Kingsley International Pictures Corporation moved from 1501 Broadway to new and larger quarters at 37 West 57th Street. . . . Zippy, the famous movie and TV chimp, has been booked at six Walter Reade New Jersey Theatres. . . . An ex-

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Tested and Used by Major Circuits

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# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you\* are looking for a job, . . . or IF you\* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**WANTED—A MANAGER** for theatre with good run, midweek ort policy, in Philadelphia suburb. Must have experience, good exploitation background. **BOX A51, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**SICK THEATRE SPECIALIST.** Highly experienced showman to rejuvenate your business. All phases of theatre operation explored to bring in the lost movie goer. Information, write **BOX B417, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER AVAILABLE, 39, 15 years' experience** in all phases of theatre operation, desires New York or New Jersey location. **BOX A424, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**CAPABLE MANAGER WANTED.** Pleasant Southern resort area. Top proposition to man willing to work and produce. State qualifications first letter. **P. O. BOX 1427, New Orleans, La. (51)**

**THEATRE EXECUTIVE** desires position where his experience (20 years) may be put to best use. Promotion, public relations, buying, booking, roof, drive-in, concession. Go anywhere. **BOX A417, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER AVAILABLE.** Can double on door. Give best of references, no bad habits, now employed. Prefer greater Miami, Florida area only. **BOX C417, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER-PROJECTIONIST AVAILABLE.** Experienced all phases theatre operation. Steady worker, non-drinker. Desires position in southern New England. **BOX B424, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

Address all  
correspondence to—

**The A-MAN Corner**

Motion Picture Exhibitor  
246 N. Clarion St., Philadelphia 7, Pa.

hibition of oil paintings of Bowery scenes by Harriet Lorence has been placed in the lobby and lounge of the 55th Street Playhouse where "On The Bowery" is playing. . . . The Century Circuit's Huntington, New York Avenue near Route 25A, Huntington, L. I., has been completely renovated. The "new look" includes modernization of the lobby and front, new lighting, recarpeting and seating.

## Philadelphia

Hank Howard, formerly RKO publicist, is now handling similar duties for Sam Shapiro's drive-ins. . . . The Wedge's Julie Gibson was a guest artist at Variety Club Tent 13's annual spring dinner last week in the Burgundy Room of the Bellevue-Stratford Hotel. . . . The Tacony-Palmyra Bridge Drive-In opened on April 24. . . . Youthful vandals caused a fire in the long closed Ogontz. . . . Mrs. Kathryn Sura was presented the Variety Club Ladies' Auxiliary's annual award for her "constant and devoted service to humanitarian causes" at a luncheon of the group last week. . . . 3,500 Nuns attended a screening of Jack Jaslow's "Miracles Of Marcelino," at the West Philadelphia Girls' Catholic High School; and received it enthusiastically. . . . Architect W. H. Lee has moved his office to Room 934, Transportation Center, Six Penn Center Plaza. . . . Eddie Rosenbaum, dean of the local movie exploiters, celebrated his 73rd birthday. . . . Sam Diamond, 20th-Fox branch manager, is to be honored at the annual luncheon of the Philadelphia Motion Picture Preview Group at the Warwick Hotel tomorrow (May 2).

## Pittsburgh

Super 18 Drive-In, Wampum, Pa., to open soon, will be booked by Coop. . . . Martin Giehl was promoted from head usher to student manager, Penn. . . . The Casino closes May 23. . . . May Weir, Warners' booker, was hospitalized. . . . Mrs. Pauline Interrante has retired from the theatre business and the Rowland, Philipsburg, Pa., has been taken over by Harold Graffius, projectionist. . . . Dave Kimelman, retiring Paramount branch manager, was to be honored at a testimonial dinner this week. . . . Bob Folliard, former RKO district manager, now holds a similar post with the Rank Organization. . . . Alex Manos, Manos circuit executive, was hospitalized with a spinal condition. . . . Sam Fineberg flew here from Phoenix, Ariz., to attend the funeral of his long-time partner, James H. Alexander.



Mrs. Madeline Gilliland, manager, Radium, Cape Charles, Va., recently received a bond from MGM sales representative Tom Cosgrove for her outstanding campaign on "I'll Cry Tomorrow."

## Portland

Linda Darnell and Rita Moreno were here for the Oregon premiere of "Around The World In 80 Days" in Parker's Broadway. Out-of-town guests for the Boys Towns Of Italy benefit included Mrs. George Skouras, New York, national chairman. A second premiere, a Portland Symphony benefit, was held. . . . Valerie Allen, Paramount starlet, was in to help launch "Funny Face" in the Liberty. Miss Allen attended a press luncheon in the Meier and Frank Tea Room, hosted by Wayne Thiriot, Paramount branch manager. . . . Walter Cogan, Warners, was in working on "Spirit Of St. Louis." . . . Earl Keate staged a press party for United Artists' "Pride And The Passion."

## St. Louis

The special preview of Warners' "The Spirit Of St. Louis" on May 6 in the Fox for the benefit of the Variety Club Heart Fund has been cancelled. . . . Frank Rodgers is the new owner, Casey Drive-In, Casey, Ill., from Leroy Baston. He has opened the situation for the season. . . . Bernard Temborious' Avon Drive-In, Breese, Ill., was again damaged by vandals, it was disclosed by manager Allen Keith. . . . Harry C. Arthur, Jr., Arthur Enterprises, was considering an invitation to join the industry arbitration conference in his capacity of board chairman, Southern California Theatre Owners Association.

## San Antonio

Members of the armed forces and public officials were guests of George Watson, city manager, Interstate Circuit, at a special screening of Warners' "The Spirit Of St. Louis" in the Majestic. . . . Bob Euler, Bonham Theatres, Bonham, Tex., has applied to the city for permission to operate a community television system along with a telemovie operation. . . . Jessie and Peggy Williams have reopened the Fain, Newton, Tex., which was closed for several months. . . . G. H. Godwin, Leon Theatres, Inc., has filed a request with the City Council, Garland, Tex., to televise movies direct to home screens in the area.

## Washington

United Artists is planning to occupy the former offices of RKO, at 932 New Jersey Avenue, N.W. . . . Gertrude Siegel is now with Columbia; she was formerly with RKO. . . . Gus Lynch's secretary, Emma McLaughlin, resigned. . . . Mr. and Mrs. Charles Krips, 20th-Fox, became the parents of a daughter. . . . Variety Club was making plans for a pink champagne tea honoring the new members who joined the club since January, 1956.

J. E. Fontaine, United Artists sales manager, was a speaker at a recent WOMPI meeting. . . . Paul McDaniel, owner, Emergency Film Service, sold out to Highway Express Lines. . . . D. H. Covington, Ashland, Ashland, Va., returned home from the hospital, where he was recuperating from injuries suffered in an automobile accident. . . . Bill Freedman, branch manager, Buena Vista, became the father of a son. . . . Ted Schiller resigned as manager, Lee Highway Drive-In.





## SALUTES

▶ ***David E. Milgram . . . on his 35th Anniversary in the theatre industry.***

**A N D**

▶ ***Milgram Booking Service, Inc. . . . on the completion of its 20th year of rendering an unusual service to Philadelphia theatres.***



# 1922 to 1957

DAVID E. MILGRAM entered the theatre business in January, 1922, with the building of the Avon Theatre in Philadelphia, and since has been associated in building and operating 27 various theatres, both indoor and drive-ins, in the Philadelphia and upstate Pennsylvania area.

Milgram is married and has a son and daughter, both married, and two grandchildren. He was elected three times president of the Ashbourne Country Club. He has served on the board of directors, Northern Liberties Hospital and Beth Shalom Synagogue. He is a leader in many communal affairs, acting as associate campaign chairman of the Motion Picture Division of the United Jewish Appeal, as associate chairman of the War Activities Committee of the Motion Picture Industry, and as chairman of the motion picture division of the United Campaign. While serving on the board of the Northern Liberties Hospital, he was instrumental in bringing Mrs. Eleanor Roosevelt's attention and interests to the Hospital.

Milgram is a charter member of the Variety Club, Tent 13, and is a life member of the Masonic Lodge, a member of the Motion Picture Pioneers of America, Lehigh Valley Club, National League of Masonic Clubs, Golden Slipper Square Club, Cavandish Club, The Past Presidents Club of the Golf Association of Philadelphia. He is also a former president of the North Philadelphia Businessmen's Association and an honorary member of the North Philadelphia American Legion Post. He was also responsible for having brought to the Philadelphia territory a unit of National Allied.

Realizing the need for combined buying and booking services for independent exhibitors, Milgram formulated plans early in 1937 for the first such organization in this territory, with a background of many years of experience in independent operations. The small group which he started 20 years ago has expanded to such proportions that it now approximates 10 per cent of the number of theatres handled out of the Philadelphia exchange territory.

David Milgram is associated in the Milgram Booking Service, Inc., with his brother Nate, who entered the industry in 1933 and has been associated in the service company since its beginnings. Nate is married and has two married children. He is quite a golf bug and lists among his outside interests the Variety Club and the Presidential Country Club.



Seen in the busy office of Milgram Booking Service, Inc., are Henry Milgram, comptroller, left, and president Dave Milgram and accountant Mac

Herrold at right. Absent from the office at the time the pictures were taken was Sam Resnick, in charge of theatre operations for the firm.

# History Of The Booking Service

**T**HIS organization was started in February, 1937, with seven theatres being serviced, and it has grown continually for 20 years, until the present day the MILGRAM BOOKING SERVICE, INC., is servicing 64 theatres. They are now located in beautiful offices at 303 North 13th Street in the heart of the film center where they have one of the most modern equipped offices in the district. The efficiency of this company is primarily brought about by the fact that it has 10 employees and is able to give its 64 theatres a maximum of service.

Dave and Nate Milgram bring to the booking service a wealth of experience because of their own theatre operations over a period of 35 years. The brothers have operated some 27 different indoor and drive-in theatres and are well versed as to the problems and needs of the drive-in theatre operations, as well as the indoor theatre operations. They service either class with equal facility.

## Sued For Drive-In Equality

This company was the first in the United States to bring about a suit in Federal Court for the equality of drive-in vs indoor theatres as to run of pictures, and successfully concluded this suit, making the Boulevard Drive-In in Allentown, operated by the Milgrams, the first drive-in in the country to be awarded the right to play first-run product. Many drive-ins throughout the country have since followed similar lines, and because of Milgram's initial contribution, drive-ins today over the nation have a preponderance of early runs.

Many of the accounts now handled by

**Started In 1937  
With Seven Houses;  
Now Services  
64 Theatres In  
Philadelphia Area**

---

## "SHOW MUST GO ON"

When the Milgram office was called at 5:30 p.m., and told that the film can delivered to an upstate drive-in contained the wrong reels, immediate action was imperative.

The exchange was contacted and arrangements were made for Highway Motorcycle Special to pick up another print, which in turn was rushed to "Wings Field," Ambler, where arrangements had been set to charter a flight to Wilkes-Barre.

On arrival at the Wilkes-Barre airfield, the drive-in operator Ted Cragle was waiting for the pick up, and the show was on the screen only 20 minutes late.

---

MILGRAM BOOKING SERVICE, INC., have been with the company since its inception 20 years ago. Many others have been with it 10 and 15 years. This stands well for the satisfaction that these exhibitors have derived from the benefits of a buying and booking service that has given them able service and friendly interest, together with the personal integrity of the executives of this company, undoubtedly the reason for the successful growth of the largest buying and booking service in the territory.

## Service Aids Inexperienced

Many factors brought about the large increase of exhibitors turning over their problems to a buying and booking service. The drive-in theatre bonanza of early years appeared to offer a get rich quick opportunity for outside-the-industry investors; however, it can be pointed out that there were no experience requirements in the early days, while developments of the past few years have emphasized that theatre operating experience is extremely vital to the successful operations of drive-ins, as well as four wall theatres.

As proved many times in the past, there is simply no substitute for experience. Of prime importance is good judgment in film buying and booking. This can mean the difference between success and failure for the theatre. Selection and delivery of the right show at the right time is much more important today than in past years, with the added competition of TV and, naturally, good business rules dictate the need for know-how today more than ever before.



Members of the Milgram Booking Service, Inc., capable staff, seen here servicing some exhibitor customers in the booking department, include Alvan Milgram, booker; Nate Milgram, vice-president; Frances Harkins, film payment; and Henrietta Leimberg, film contracts. Absent at the time the picture was shot were Samuel Milgram, treasurer, and William Milgram, booker.

# The Trend To Booking Services

by  
David E. Milgram

THE COMPLEXITIES of the independent exhibitor's theatre operating headaches have increased a thousand fold over the past few years. In bygone days, the small town exhibitor would see the exchangemen on occasional visits, wherein he would buy his product for practically an entire year, relieving him of the necessity of continually making three, four, and five picture deals every so often. With the cut-back in production, it became apparent that the major companies were cutting down their sales force to a point that some small town exhibitors, more often than not, did not get to see the salesman for periods ranging from six months to a year.

This has brought about a condition whereby the small town theatre owner had no personal contact with the office in the big city and was one of the big factors in the growth of buying and booking services.

Throughout the land, from Maine to California, the service companies found root. There are today over 65 such organizations representing over 4,000 individual theatres, doing the job for the exhibitor, being his contact, representing his interests from day to day.

Many of the large distributing companies at first viewed the booking services with an air of restraint and the feeling that large groups of theatre owners, combined in one group buying unit, would play havoc on pricing and selling. However, the major film companies have come to recognize these service companies as a Godsend by eliminating the need of large expense in the traveling of their sales force, the better payoff of available prod-

uct, and closer contact with each theatre via the booking company.

It goes without saying that a buyer who purchases over 20,000 features a year can be in a better position to buy equitably than the individual buyer who is purchasing 200 features. In the final analysis, the exchangemen and the exhibitor both became the beneficiaries of the services rendered by the booking office. So much so that today the small town theatre owner, trying to do his own work individually, has all but disappeared from the scene.

Factually there have been many instances of the small town theatre, ready to close its doors, being helped by the buying service in repricing its features, thus helping to prevent it from closing down. A town without a theatre affects the entire community. There have been cases where the only theatre in town closed its doors and Main Street wasn't Main Street anymore. Usually, stores in close proximity to the theatre closed

shortly thereafter. The theatre is still a vital part of the town and, very often, the overpricing of film helps close these theatres.

Those exhibitors who have seen the change coming have used good business judgment in allocating their buying and booking problems to the big city service. There are over 4,000 theatres that are handled by booking service companies. The exhibitors who operate these theatres have taken advantage of the know-how of circuit buying and have tremendously increased their chances of sustaining their businesses.

## SERVICES

The Milgram organization is set up to deliver many services aside from buying and booking. The exhibitor has no ordering problems. A copy is furnished to the printer, bookings are forwarded to the poster company, advertising is ordered, pick-up sheets account for film delivery, circuits are arranged to offset print shortages.

What's left for the theatreman? Loads of extra time to pay attention to his operations. Reducing costs of telephone and travel; and freedom from the usual headaches.

The office has four Highway lines direct to the film companies, and a total of eight lines. Numbers are LO 7-5163-64-65-66.

# Milgram Customers Are Satisfied Boosters

THE MOST IMPORTANT product of any service organization is satisfaction. Indeed, this is what it has to sell, and as long as it provides satisfaction to its customers, it is successful.

A theatre booking service is a study in differences. The small town house must be served differently than its metropolitan neighbor. The large house requires different handling than its smaller counterpart. The drive-in's needs are far different than those of the four-walled theatre.

To serve these various customers and satisfy them all is quite an achievement. To grow in 20 years from an organization handling the complex problems of seven theatres to one handling the infinitely more complex problems of 64 theatres, both indoor and drive-in, is quite an achievement. This is the story of the Milgram Booking Service, Inc.

No one can attest to such service like the customers. How do Milgram's customers feel? Here's how!

## ITALIA THEATRE and BOOKER THEATRE

Philadelphia, Pa.

"A great many independent theatremen can make good use of your service. Best wishes that you continue a job well done."

—Ralph Schwartz

## DALLAS DRIVE-IN

Dallas, Pa.

"The proof of the importance of your organization is in the fact that you have retained many of your old clients. Our best wishes for your continued success."

—A. Harden Coon

## WEST SHORE THEATRE and SHORE DRIVE-IN

New Cumberland, Pa.

"My best wishes to an organization built on business honesty. It is a pleasure to have been with your organization for 20 years."

—Frank Freistak

## SAUCONIA THEATRE

Hellertown, Pa.

"For a short while I did my own booking. I realize the importance of a good service company. Here's hoping for an even brighter future."

—Norman Kaplan

## FAVINI THEATRE

Peckville, Pa.

"The past 15 years of continuous service with you has been pleasant and satisfactory; and I look forward to continued business relations. Best wishes for continued success."

—Mrs. Mary Favini

## GRAND THEATRE

Stroudsburg, Pa.

"Here's wishing many more years of your able service to the industry."

—Frank Meyers and Daisy Austin

## LAUREL DRIVE-IN

Hazleton, Pa.

## MOTOR-VUE DRIVE-IN

Berwick, Pa.

## MAJESTIC THEATRE

Tamaqua, Pa.

"This is a fitting tribute to the personal integrity of your organization. Our best wishes for your continued success."

Tony Sacco and Charles O'Donnell



Seen here is the outer office and reception room of the Milgram Booking Service, Inc., manned by Rose Marie Davidian, secretary to Dave Milgram. Exhibitor customers can find Milgram behind that open door, center.

## DIPSON THEATRES, INC.

Batavia, N. Y.

"I wish to take this opportunity of thanking you for the excellent job that you have done for our Sinking Spring Drive-In, Reading, Pa. I know from our experience that you conscientiously do a terrific job. Best wishes."

—Andy Gibson

## BURNHAM DRIVE-IN

Burnham, Pa.

"Thank you for your representation. I know that my theatre interests are very well represented by honest and capable individuals. Congratulations."

—Stanley Rothermel

## HAAR'S DRIVE-IN

Dillsburg, Pa.

"Have been with your company for the past several years and find complete satisfaction in your services; suggest theatremen not now in your booking service, join the ranks and profit by the results. Best wishes."

—Vance Haar

## BRYN MAWR THEATRE

Bryn Mawr, Pa.

## NARBERTH THEATRE

Narberth, Pa.

"Congratulations and many thanks for your invaluable services and friendly interests."

—Steve Stiefel

## ROOSEVELT THEATRE

Swoyersville, Pa.

"I had found the need for a buying and booking service several years ago and from my experience with your office, can heartily recommend it to the needy exhibitor. Best wishes."

—Frank Pepe

## RITZ THEATRE

Muncy, Pa.

"Although I am a comparative newcomer in your service, I am happy to say that you have given us complete satisfaction in your handling of our theatre. Sincerely,"

—Harold Larned

## DIAMOND THEATRE

Hazleton, Pa.

"I can safely say that the work your office has done for me has been the reason that this theatre can still keep its doors open. Many thanks."

—Andy Dubrawsky

## MAJESTIC THEATRE

Mt. Peim, Pa.

"I have stopped worrying about bookings, prints, deliveries and 101 other items. Thanks for being my chief worrier. Best wishes."

—Gene Deeter

# 1937

# TWENTY

of Friendly Interest  
• Business Honesty •

## THESE WERE THE PRICELESS INGREDIENTS •

of the Buying and Booking Service offered to Theatremen some 20 years ago . . . and these were the Business Principles that formed the cornerstone on which we built and prospered.



DAVID E. MILGRAM, President

← **KNOWLEDGE** of Film Buying, Film Booking, and day-in-and-day-out Theatre Operation is not learned from books . . . but only "the hard way" through actual experience. DAVID E. MILGRAM entered theatre business in January 1922 with the building of the Avon Theatre, Philadelphia, and since that time has been associated in the building and operating of 27 different theatres—both conventional and drive-in. This association spans all types of "runs", competitive situations, economic conditions, and locations both in metropolitan Philadelphia and in the rural sections of Pennsylvania, New Jersey, and Delaware.

Realizing the need for a combined Buying and Booking Service, particularly as the growth of drive-in theatres brought many new independent exhibitors into the field, Mr. Milgram started the first such organization in the Philadelphia territory, early in 1937. From the small original group of theatres, many of which are still served, the MILGRAM BOOKING SERVICE has grown and expanded to the place where nearly 10% of all theatres in that territory are now under its banner.

# MILGRAM BOOKING SERVICE

# YEARS

Personal Integrity  
and Able Service!

1  
9  
5  
7

## AND THESE ARE THE CURRENT ACCOMPLISHMENTS •

The Largest Buying and Booking Service operating in the Philadelphia Territory . . . now serving a total of 64 Conventional and Drive-In Theatres . . . in a superior personal manner that has never been equaled.

**ORGANIZATION**—with each executive taking → care of his own particular facet of the operation and responsible to one supervisory head—becomes of paramount importance as a Service Company becomes larger and expands its Service Scope. NATE MILGRAM supervises all booking operations and field detail. Having entered the theatre business in 1933, he has been active in the Buying and Booking Service since its inception in 1937 and is the executive who is frequently in contact with the theatre customers, and makes regular weekly field trips. Normal organization activity can be itemized as follows: (1) Contract Control, in which copies of all film contracts are analyzed and reduced to availability spreads for the later booking and payments; (2) Booking Routines, in which all film dates are entered in the master date books and confirmed with copies to the client, his trailer service, his printer, his delivery service, etc.; (3) Playoff Spreads, in which accurate records are kept of opposition, grosses, percentage of film cost to gross, etc.; and (4) Re-evaluation, where experimental dating is checked, and unsatisfactory returns evaluated, with possibly an actual field trip to the theatre if it is warranted.



NATE MILGRAM, Vice-President

**INC.** 303 N. 13th St., Philadelphia 7, Pa. • Phone, LOcust 7-5163  
Serving YOU Is Our Business • Phone • Write • Wire

**BLATT BROTHERS THEATRE CIRCUIT**

Pittsburgh, Pa.

(Lycoming Drive-In, Williamsport, Pa.,  
and Starlite Drive-In, Muncy, Pa.)

"We are happy to be counted among your subscribers, and from our short term of experience with your office, we are indeed impressed with your company's ability and interest in our operations. Best of luck."

—Earl (Sugar) Beckwith and Frank Lewis

**MAGAZZU CIRCUIT**

Coaldale, Pa.

(Angela Theatre, Coaldale, Pa.,  
and Laura Theatre, Montoursville, Pa.)

"My sincere thanks to Dave and Nate for their unlimited interest and support to my theatres and, particularly, during my illness. I am very happy to be a part of this organization."

—Pete Magazzu

**NILE THEATRE**

Bethlehem, Pa.

"We extend our heartiest congratulations and feel that you have set up a very fine and capable organization, which is performing a valuable and most necessary service for the many exhibitors who have enrolled in your buying and booking group. Best wishes."

—Charles E. Moyer

**KEY THEATRE**

Hazleton, Pa.

"It pleases me to offer my congratulations to your organization; and I would like to add that your service to my theatre has been an invaluable asset."

—John Hersker

**ALTON THEATRE**

Hazleton, Pa.

"Your friendly interest and able service has more than repaid me for having joined a booking service. Many happy returns."

—Harry Hersker

The above represent simply the theatres and the theatremen that could be reached for comment before deadline date. The Milgram Booking Service, Inc., also handles the following houses.

Included on the list are the Larry Woodin Circuit, Wellsboro, Pa., comprising the Arcadia and the Y Drive-In; Ted Grance Theatres, Pittsburgh, comprising the Starlite Drive-In, Quakertown, Pa., and the Caledonia Drive-In, Ortanna, Pa.; Harold Brown, Bandbox, Troy, Pa.; Marvin Sands, Capitol, Hallstead, Pa., Starlite Drive-In, Tunkhannock, Pa., and Wysox Drive-In, Wysox, Pa.

Also, Marvin Trantman, Colonado, Millersburg, Pa.; Miss M. Devens, Himmler, Dallas, Pa.; Ty Ziegler, Hi-Way, Ickesburg, Pa.; John Hopkins, Hopkins, Wilmington, Del.; John Plasterer, C.V., Shippensburg, Pa.; Sam Segal, Jerry, Philadelphia; Roy Coleman, Markan, Duncannon, Pa.; Ed Clifford, Montrose, Montrose, Pa.; Mrs. Margaret Straub, New, Hegins, Pa.; Miss Lou Smithgal, Rialto, Canton, Pa.; Ed Schleer, Strand, Hamburg, Pa.; Carl Herman, Towne, Littlestown, Pa.; Dave Fulton, Town Hall, Newtown, Pa.; William Taylor, Twain, Mansfield, Pa.; Mrs. Rose Myers, Victoria, Blossburg, Pa.; Mrs. Hazel Weller, Weller, Athens, Pa.; Dick McCool, Crosskeys Drive-In, New Oxford, Pa.; Floyd Schieb, Halifax Drive-In, Halifax, Pa.; Jimmy Rizzo, Moonlite Drive-In, West Wyoming, Pa.; Sonny Weyman, Pine Grove Drive-In, Pine Grove, Pa.; William Beck, Route 45 Drive-In, Berlinsville, Pa.; Giles Poe, Jr., Strinestown Drive-In, Strinestown, Pa.; Eston Artz, Skyview Drive-In, Spring Glen, Pa.; Pal Klinger, Temple Drive-In, Williamstown, Pa.; A. Ruben Swords, Trail Drive-In, Glen Rock, Pa.; and the Avenue, Howard, and Park, all in Philadelphia and the Park, Wilmington, Del.

**The Little Man  
Must Have His Say**

The Milgram Booking Service, Inc., screens all pictures before buying them. Since the best product for each situation depends on the individual needs of that theatre, films are judged carefully to determine their suitability. Certain features are judged to be best for art houses; others are natural for small town and rural patrons; some will appeal primarily to metropolitan audiences; and others will go best in drive-ins.

Film rental deals are predicated on such experienced evaluation of films. It must be remembered that negotiating the right film deal concerns not only proper rentals, but also the availability and run of the theatre involved. The Milgram organization has been successful in improving the run of 23 theatres affiliated with their service. In many cases, theatres, prior to this affiliation, were running pictures as much as six months to a year late. It is easy to see that since they joined the service, the pictures played at their theatres mean a great deal more. The exhibitors involved are now able to reap some benefit from extensive pre-release ad campaigns. In the past, the value of such efforts were dissipated completely before their theatres played the films in question.

Much of this improvement in availability and run comes about through direct negotiations between the Milgram office and the film exchanges. Milgram's experience in clearance and run goes back to Nov. 1, 1933, four years before the start of the booking service, when he filed a bill in equity in Federal Court demanding that film companies deliver product to his theatre in West Chester, Pa. Since that time, the Milgram firm has successfully carried through three other similar actions for the breaking down of cross clearances and the winning of earlier availabilities.

**PRINT SHORTAGE**

Because of the cutback in the number of prints supplied in the local exchange territories and the fact that there are currently many more theatres on earlier runs, the problem of getting a print on availability in a given house is quite acute. The individual exhibitor operating his own theatre, no matter how great his abilities or how extensive his experience, is often at a loss to solve it. Often, he must book an important feature a month or two late simply because there is no print available to him. It takes no great mind to figure that such a delay puts quite a crimp in his boxoffice prospects.

The booking service overcomes this problem to a great extent by virtue of the fact that by joining such a service, the exhibitor becomes a member of a unit which through its size is able to command more favorable action from film exchanges.

This industry of ours is a changing one. Exhibitors are faced with problems and decisions quite different from those of just a few short years ago. The voices of little men, though loud individually, are often lost in a storm. The voices of little men, raised loudly in chorus, can oft-times drown out the wind. Perhaps this is what a booking service means more than anything else—an opportunity for an organized exhibitor chorus to shout down the storm of competition and discrimination that threatens Main Street's biggest asset, the brightly lit theatre.





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## BUENA VISTA

### If All The Guys In The World . . .

DRAMA  
95M.

(French-made) (English titles)

ESTIMATE: Exciting import.

CAST: Andre Valmy, Jean Gaven, Marc Cassot, Georges Poujouly, Doudou Babet, Mimo Billi, Claude Sylvain, Bernard Dheran, Yves Brainville, J. L. Trintignant, Helene Perdriere, Mathias Wieman, Peter Walker. Directed by Christian Jacque; produced by Alexander Mouchkine.

STORY: The crew on a French fishing trawler becomes ill from eating contaminated ham, and the captain cannot pick up any assistance using the regular ship's radio. He tries his amateur set. He manages to raise a ham station in Togoland who gets a doctor at the microphone. A special serum is needed in a hurry, so another "ham" operator is contacted in Paris who does his best with the aid of the wife of a recently deceased medico. Other amateur radio operators are enlisted in Germany, Denmark, Norway, etc., so that the serum eventually reaches the vessel in time after some suspenseful moments. The crew is saved and come home to a warm welcome.

X-RAY: Suspense, excitement, and much tenseness is in this tale of the operations of amateur radio operators situated in various parts of the world. While the story may have a soft spot or two and would be non-existent had the proper authorities been appealed to early in the film, still it holds interest on high throughout and makes for exciting film fare. As the camera shifts from area to area and from personality to personality, it keeps viewer attention alive and fresh. The cast is good, as is direction and production. Most audiences will appreciate this import where titles are acceptable. The story was written by Jacques Remy and is based on an event which occurred in the North Sea.

AD LINES: "It's Taut . . . Thrilling . . . Tense. It Must Be Seen"; "A Thrilling Adventure On The High Seas Spiced To Your Liking"; "The Air Waves Of The World Provide A Movie Thriller."

## COLUMBIA

### The Burglar (143)

MELODRAMA  
90M.

ESTIMATE: Mansfield name will help over-involved program meller.

CAST: Dan Duryea, Jayne Mansfield, Martha Vickers, Peter Capell, Mickey Shaughnessy, Wendell Phillips, Phoebe Mackay, Steward Bradley, Frank Orrison, Sam Elber, Ned Carey, John Boyd, Michael Kane, George Kane, Sam Cresson, Ruth Burnat. Produced by Louis W. Kellman; directed by Paul Wendkos.

STORY: Jayne Mansfield cases the home of a wealthy eccentric for burglars Dan Duryea, Peter Capell, and Mickey Shaughnessy. They steal a fabulous necklace and hole up in an apartment until they can get it to a fence. Duryea, in an effort to protect Mansfield, sends her to Atlantic City, but she is trailed by a crooked policeman who suspects her as being an accomplice to the crime. The cop's girl friend, Martha Vickers, makes a play for Duryea in an effort to discover the whereabouts of the necklace. Duryea follows Mansfield to warn her. He turns the necklace over to the crooked policeman in an effort to save Mansfield. Duryea is killed and Vickers and the cop are apprehended.

## MOTION PICTURE

# EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

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SECTION TWO  
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MAY 1, 1957

X-RAY: There is much that is interesting in this crime meller, but too much plot gets in the way of the acting. Rather choppy editing in spots also hurts the overall effect. Mansfield is quite a hot property right now, and her presence in the cast should help quite a bit. Other performances are satisfactory, particularly Duryea, Capell, and Shaughnessy. The whole picture was photographed in Philadelphia and Atlantic City, which can be exploited in those areas. It should satisfy as part of the program in double feature spots. Screen play is by David Goodis.

TIP ON BIDDING: Program rates.

AD LINES: "A Trail Of Perfume And Violence . . . And Suspense To Keep You Guessing And Gasping"; "They Set Up A Luscious Blonde As Bait In The Robbery Of The Decade"; "You'll Be Tense With Suspense And Limp From Excitement."

### Garment Jungle (144)

MELODRAMA  
88M.

ESTIMATE: Tough pro-union story of garment industry is hard hitting melodrama, but will need plenty of push.

CAST: Lee J. Cobb, Kerwin Mathews, Gia Scala, Richard Boone, Valerie French, Robert Loggia, Joseph Wiseman, Harold J. Stone, Adam Williams, Wesley Addy, Willis Bouchey, Robert Ellenstein, Celia Lovsky. Produced by Harry Kleiner; directed by Vincent Sherman.

STORY: Kerwin Mathews enters the garment business of his father, Lee J. Cobb, who runs a non-union shop. Cobb's partner, eager to sign with the union, has been killed. Cobb believes it was an accident, but Mathews is not sure. He learns that Cobb is paying protection money to racketeer Richard Boone to keep the union out. Mathews meets union organizer Robert Loggia and his wife, Gia Scala. Boone has Loggia killed, and Mathews makes Cobb realize the moral error of his ways. Cobb has books that will implicate Boone, so Boone has him killed as well. Mathews and Scala manage to get the books to the district attorney. Boone and his men will pay for their crimes. Mathews signs with the union and decides to run the business. He and Scala will marry.

X-RAY: This strong pro-union film will do best in metropolitan situations where audiences are familiar with and have some interest in the garment business, which as portrayed here is indeed a jungle. Performances are fine, with Cobb a standout. Gia Scala is destined for big things in Hollywood. This Italian actress has all the physical attributes of her more publicized countrywomen, plus a sensitivity and acting ability that few can

match. There is plenty of hard-hitting action, but it appears to this reviewer that appeal will be spotty. Screen play is by Kleiner.

TIP ON BIDDING: Fair program rates.

AD LINES: "Life Was Cheap In The 'Garment Jungle'"; "Torn Between Duty As A Son And Duty As A Man . . . His Choice Could Rock The 'Garment Jungle'."

### Hellcats Of The Navy (141)

DRAMA  
82M.

ESTIMATE: Okay programmer of submarine warfare.

CAST: Ronald Reagan, Nancy Davis, Arthur Franz, Robert Arthur, William Leslie, William Phillips, Harry Lauter, Michael Garth, Joseph Turkel, Don Keefer, Selmer Jackson, Maurice Manson. Produced by Charles H. Schneer; directed by Nathan Juran.

STORY: The submarine commanded by Ronald Reagan is assigned to pick up Japanese mines for study. It is hoped that this will enable U.S. subs to enter the Sea of Japan and sink Jap shipping in its own back yard. One frog man, Harry Lauter, who had been making a play for Reagan's girl, Nancy Davis, fails to return. With a Japanese ship bearing down on his sub, Reagan leaves without attempting to rescue Lauter. This incurs the resentment of Arthur Franz, second in command, who is sure Reagan acted out of personal reasons. Reagan's sub is assigned to knock out a radio installation on a Japanese-held island. They do so, but are fired on by Japanese batteries. Reagan spots a Jap merchant ship heading for the Sea of Japan and follows it in, charting a course through the mine fields. He makes it out again, but the ship is spotted by enemy warships and blasted. He, Franz, and a handful of men are rescued. Reagan is cleared at a court martial of disobeying orders despite the adverse testimony of Franz, and is given another sub. The navy is ready to attack shipping in the Sea of Japan, aided by Reagan's charts. The raid is a success. Reagan, however, is washed overboard during the escape. Franz, now in command, realizes his terrible responsibility and is forced to desert Reagan to save the rest of the men. They come back later and rescue the still alive Reagan. Franz apologizes and is now ready for his own command and to serve as best man for Reagan and Davis.

X-RAY: There is nothing very new in this war film of the seemingly heartless commanding officer who turns out to be the salt of the earth. Much of the submarine footage is different and interesting,

however, and the entry shapes up as an acceptable programmer in action houses and where patrons have not been surfeited with war stories. Screen play is by David Lang and Raymond Marcus.

TIP ON BIDDING: Program rates.

AD LINES: "Dive With The Frogmen Down . . . Down . . . Down Into The Mine-Infested Depths Off Japan; "Live The Heroic, Hair-Raising Story Of One Of The Most Daring Submarine Operations In The History Of Naval Warfare"; "The Saga Of The U. S. Sub Pack That Invaded The Sea Of Japan . . . And The Women Who Waited."

## DCA

### The Colditz Story

MELODRAMA  
97M.

(English-made)

ESTIMATE: Interesting English prisoners of war story.

CAST: John Mills, Eric Portman, Frederick Valk, Ian Carmichael, Bryan Forbes, Christopher Rhodes. Produced by Ivan Foxwell; directed by Guy Hamilton.

STORY: In 1940 the Germans again use Colditz Castle as a prisoner of war camp as they did in World War One. It is first occupied by Poles, then English, French, and Dutch. It is the English under John Mills and Eric Portman who coordinate constant escape activities and eliminate personality clashes. Many plans fail, although due to great nerve more than anything else, several escapes are made by all Allied groups except the British. Finally, during the night of camp concert, four English disguised as German officers accomplish the first British "home run." Those remaining in Colditz now look forward with more hope as they scheme and plot that tomorrow may bring them freedom, too.

X-RAY: This is well made and holds the interest despite the fact it is pretty long. It is suspenseful although but a single theme is expounded—that of escape. Characterizations and acting by the entire cast are excellent. At times, the film takes a lot for granted that, it seems to us, should be explained—such as where did they get the German uniforms to make their escape. Also, the many languages spoken in the film, i.e. German, French, Polish, Dutch, and, yes, even English, are hard to understand, although it enhances the naturalness of the situation. To the producers' credit is the fact that the German jailors have not been pictured as beasts. This is based on the true story by Major P. R. Reid, M.C.

AD LINES: "The Stirring, Amazing Adventure Of How Allied P.O.W.'s Escaped From Germany's Escape Proof Castle"; "Excitement, Suspense, Action!"; "The True Story Of Colditz Castle."

## MGM

### Something Of Value

MELODRAMA  
113M.

(Made in Africa)

ESTIMATE: Highly interesting adventure tale of modern Africa and its peoples.

CAST: Rock Hudson, Dana Wynter, Wendy Hiller, Sidney Poitier, Juano Hernandez, William Marshall, Robert Beatty, Walter Fitzgerald, Michael Pate, Ivan Dixon, Ken Renard, Samadu Jackson, Frederick O'Neal, John J. Akar. Produced by Pandro S. Berman; directed by Richard Brooks.

STORY: Rock Hudson, of a pioneer family, has been raised in Kenya, East Africa, with native boy Sidney Poitier. His father, Walter Fitzgerald, always treated the natives on his ranch with consideration,

but his uncle, Robert Beatty, believes in a firm hand. In growing up, Poitier becomes increasingly conscious of the widening gulf between himself and Hudson. When he runs away, Hudson tracks him down and saves his life, but Poitier insists they can not be equal and can no longer be friends. Poitier's father is imprisoned because of adherence to a tribal custom, and Poitier is taken in by a band of Mau Maus led by Juano Hernandez. Hudson's boyhood sweetheart, Dana Wynter, returns from England, and they are married. The Mau Mau terror strikes, and Beatty is killed. His pregnant wife, Wendy Hiller, is injured. Hudson changes from a man of peace to a revengeful one. Wynter is shocked by all the violence and begs Hudson to take her away, but he feels it his duty to remain. Hudson locates Poitier hiding in the wilderness and persuades him to surrender. Before this can be effected, Mau Maus set an ambush in which Poitier's wife is killed, while he escapes with his year old son. Hudson keeps after Poitier, but is unable to convince him that he was not responsible for the ambush. After a struggle between them, Poitier falls to his death in an animal trap. Hudson takes Poitier's son with him to raise with the child to be born to Hiller.

X-RAY: Robert C. Ruark's hard hitting and brutally fascinating book has been tailored into a similarly absorbing film, one that should hold interest of audiences seeking exciting screen fare. It is made all the more valuable by the use of authentic backgrounds. Contained is romance, action, drama, and the conflict of peoples over land. The cast does very well, with each contributing fully, and direction and production are of high calibre. The presentation of white vs Negro Mau Mau in Africa is off beat, but also the story of today's times. Screen play is by Brooks.

TIP ON BIDDING: Higher rates.

AD LINES: "Mau Mau Terror In All Its Fury"; "A Thrilling Adventure Of The Africa Of Today"; "The Screen Speaks Out About Africa's Mau Mau Problem."

## RANK

### Reach For The Sky

BIOGRAPHICAL  
DRAMA  
123M.

(Rank)

(English-made)

ESTIMATE: Initial release of new company is interesting tale of English air hero.

CAST: Kenneth More, Muriel Pavlow, Lyndon Brook, Lee Patterson, Alexander Knox, Dorothy Alison, Michael Warre, Sydney Tafler, Howard Marion Crawford, Jack Watlin, Nigel Green, Anne Leon. Produced by Daniel M. Angel; directed by Lewis Gilbert.

STORY: Kenneth More takes to flying easily and is soon an expert pilot. In 1931, he is challenged into stunting and crashes. He is expected to die but he rallies and lives, with both his legs amputated. He accepts his status and is determined to go on flying. He amazes most with his courage and determination during his recovery period and masters the use of artificial limbs. He meets Muriel Pavlow and they fall in love and marry. He is back in the air proving he can fly. The armed forces, however, muster him out. Comes the war and regulations are suspended. He is back in service. He wins promotion and respect and is soon leading men and planes into the battle for Britain. Eventually, he is downed and imprisoned, but he is determined to escape. Eventually, he is liberated and goes home in the style of a hero.

X-RAY: The exploits, adventures, and

pluck of Douglas Bader may mean more in his native England than they do here, but the motion picture based on his life has much merit. On the plus side are interesting dramatic sequences, light humor, good flying and plane scenes, and the determination of an unusual man. On the negative side is the fact that it is too long, contains too much that bears little interest for the many, and exhibits people and places that are unknown on this side of the ocean. Can this release go in the art and specialty spots? Very well. Can it go in regulation houses? Yes, as part of the program after a bit of judicious editing. Also, a little selling or exploitation wouldn't prove amiss and might be of help. The screen play is by Lewis Gilbert based on the book by Paul Brickhill. Incidentally, there are a number of sequences devoted to the use of artificial legs, which may or may not be a factor with some audiences.

AD LINES: "He Had To Fly Or Die, But If He Were To Fly He Might Die"; "The Thrilling Tale Of A Man Of Purpose"; "There Was Only One Place A Man Like Bader Could Go—He Had To 'Reach For The Sky'."

## 20TH-FOX

Kronos  
(712)

SCIENCE FICTION MELODRAMA  
78M.

(RegalScope)

ESTIMATE: Interesting tale of thing from space.

CAST: Jeff Morrow, Barbara Lawrence, John Emery, George O'Hanlon, Morris Ankrum, Kenneth Alton, John Parrish, Jose Gonzales Gonzales, Richard Harrison, Marjorie Stapp. Produced and directed by Kurt Neumann, in association with Jack Rabin, Irving Block, and Louis De Witt.

STORY: A tiny light hovers over the desert and strikes Kenneth Alton. He forces admittance to the government experimental lab supervised by director John Emery, and the light leaves him, transferring itself to Emery, whereupon Alton dies. In the building are scientists Jeff Morrow and George O'Hanlon, as well as Morrow's fiancée, photographic assistant Barbara Lawrence. They have been tracking what seems to be an asteroid but which suddenly veers in course and heads for earth. Rockets are fired to destroy it, but it is undamaged and finally falls into the ocean. Morrow, O'Hanlon, and Lawrence take a helicopter to investigate and see a huge metal box-like object on legs emerge. It destroys a number of power installations, gaining strength as it does so. Emery in a lucid moment informs Darrow that it must be stopped from draining the world of its energy. He is under the influence of the thing's intelligence. He seals himself and the invisible object in an atomic proof chamber and both die. Nothing can stop the monster until Morrow suggests electronic dust which sets up a chain reaction and destroys it.

X-RAY: Science fiction fans should find quite a bit that is interesting here, to say nothing of a different shaped monster, while others will think it an okay melodrama. The story commands attention for the most part, the acting is good, and direction and production suitable. Special effects assist in the effectiveness of the presentation. It should make up well as part of the program. The screen play is by Lawrence Louis Goldman, based on a story by Irving Block. It is suggested for showing with "She Devil."

AD LINES: "An Electrifying Monster On The Loose"; "A Chilling Thriller From Out Of Space"; "The Latest In Science Fiction Adventure."

**She Devil (713)**MELODRAMA  
77M.

(RegalScope)

ESTIMATE: Okay lower half entry.

CAST: Mari Blanchard, Jack Kelly, Albert Dekker, John Archer, Fay Baker, Blossom Rock. Produced and directed by Kurt Neumann.

STORY: Researchist Jack Kelly discovers a serum that seems to work well on animals, curing all kinds of diseases though changing the characteristics of some of the animals a bit. He wonders how to find a human on whom he can try it and requests the help of friend Dr. Albert Dekker, who heads a hospital. The latter agrees to look for a hopeless charity case. He finds what he wants in Mari Blanchard, alone and near death from advanced tuberculosis. The serum seems to cure her almost immediately, and she leaves the hospital for Dekker's home where she can be observed. En route, she stops at a dress shop, robs a man of money, hides in a part of the shop until her hair turns from black to blonde, and emerges to purchase a new wardrobe with the stolen money, leaving undisturbed. Newspaper stories arouse the suspicions of Dekker and Kelly, who are frightened by her new aggressive personality although Kelly is in love with her. At a party, she becomes involved with wealthy John Archer. When his wife objects, she murders her, getting away with it. She marries Archer for his money and after several months kills him in an auto accident from which she walks away uninjured. She overhears Dekker and Kelly plan a new serum to bring her back to her senses and later tries to get Kelly to kill Dekker. He refuses and realizes something must be done. They operate on her, after which she reverts to her former condition and dies.

X-RAY: Containing a Jekyll and Hyde theme, this entry is for the lower half with its fairly interesting yarn, its adequate performances and its average direction and production. The screen play is by Carroll Young and Kurt Neumann, based on the story "The Adaptable Ultimate" by John Jessel. It is suggested for release with "Kronos." This bears a Legion of Decency "B" rating.

AD LINES: "A Tense Thriller About A Bewitching Murderess"; "She Had To Kill To Get What She Wanted"; "Desired By Every Man Who Met Her . . . She Was A 'She Devil'."

**UNITED ARTISTS****Bailout At 43,000**MELODRAMA  
78M.

(Pine-Thomas)

ESTIMATE: Okay programmer.

CAST: John Payne, Karen Steele, Paul Kelly, Richard Eyer, Constance Ford, Eddie Firestone, Adam Kennedy, Gregory Gay, Steven Ritch, Richard Crane. Produced by William Thomas and Howard B. Pine; directed by Francis D. Lyon.

STORY: An Air Force unit commanded by Colonel Paul Kelly is attempting to develop and test an ejection seat for B-47 high altitude jet bombers. Among the officers assigned are John Payne, recalled from civilian life, Eddie Firestone, and Adam Kennedy. Firestone is first to test the seat which was developed by civilian engineer and former German scientist Gregory Gay. His chute opens too soon and he comes through with a broken back. Adam Kennedy is scheduled to go next, and he is distrustful of Gay, preferring to pack his own chute. Going out for some drinking, he is downed with an

appendicitis attack and is taken to the hospital for an emergency operation. Kelly is forced to suggest to reluctant Payne that he is next. His wife, Karen Steele, tries to talk him out of it and even goes to Kelly who leaves the choice to Payne. The latter's son, Richard Eyer, is pleased to see his dad chosen. Payne goes through with it and makes the test successfully, proving out the equipment and dispelling any uncertainty he may have had about his courage.

X-RAY: This should be okay for the supporting slot of the program with a yarn that holds average interest. Highlights are the actual tests conducted on ejection seat equipment. The cast is adequate, and the direction and production are okay. The screen play is by Paul Monash.

AD LINES: "He Had To Face The Test Or Be Labeled A Coward"; "Thrills High In The Sky And Drama On The Ground"; "Action In The Air."

**Gun Duel In Durango**WESTERN  
73M.

(Peerless)

ESTIMATE: Okay western.

CAST: George Montgomery, Ann Robinson, Steve Brodie, Bobby Clark, Frank Ferguson, Donald Barry, Henry Rowland, Denver Pyle, Mary Treen, Al Wyatt, Red Morgan, Joe Yrigoyen. Produced by Robert E. Kent; directed by Sidney Salkow.

STORY: George Montgomery tries to call it quits from a gang of outlaws, but Steve Brodie and the rest of the bad 'uns threaten to change his mind as he knows too much about them. Orphan 10-year-old Bobby Clark helps along Montgomery's reformation after he takes the lad to Ann Robinson's ranch. She says she will marry him if he is really reforming, but he tells her he will have to wait until the matter between him and Brodie is settled once for all. He asks her to become Clark's guardian. Despite a suspicious sheriff, Montgomery takes a job in the town bank. Brodie's gang plans to rob the place, and Montgomery refuses to shoot it out with them since they have kidnapped Clark and are holding him as hostage. The gang member who returns Clark is captured by Montgomery and forced to reveal Brodie's hideout. Although the sheriff and Robinson suspect him of complicity in the robbery, Montgomery single handed fights it out with Brodie and the gang, knocks them off, and takes the wounded Brodie in as prisoner.

X-RAY: This well produced and enacted western is as lively as can be. It is believable all the way and has the added value of youthful actor Bobby Clark, who is a cinch to become a Saturday matinee idol. Although along familiar lines, this will adequately serve as lower half program filler. It was written by Louis Stevens.

AD LINES: "He Found It Tough To Reform In The Rough, Tough West Of Old"; "An Action Packed Western Adventure"; "Thrills And Action Galore In A Punch Packed Drama Of The Old West."

**The Ride Back**WESTERN  
79M.

(The Associates and Aldrich)

ESTIMATE: Well-made and different western should please discriminating filmgoers.

CAST: Anthony Quinn, William Conrad, George Trevino, Lita Milan, Victor Millan, Ellen Hope Monroe, Joe Dominguez, Louis Towers. Produced by William Conrad; directed by Allen H. Miner.

STORY: Deputy William Conrad apprehends Anthony Quinn in a small Mexican village and starts the long journey back to the states where Quinn is to be tried on a charge of murder. Quinn claims he killed in self defense and laughs at the obviously frightened Conrad, telling him he will escape any time he wishes. Conrad, all his life a failure, is determined to do this job right and keeps close watch on Quinn, foiling every effort of escape. They are joined by a young girl whose family has been massacred by Apaches. She obviously prefers Quinn to Conrad, and Quinn reveals a very human side to his nature in caring for the child. The Apaches strike as they near the end of their journey, seriously wounding Conrad. Quinn kills them and prepares to ride back to Mexico. He discovers, however, that he can't leave the wounded Conrad. Led by Quinn, they start toward the town where Quinn will stand trial and Conrad will certainly see that it is fair.

X-RAY: This western almost defies classification. If there were such a thing as an art western, this would be it. The performances are fine, with all the footage devoted to Quinn and Conrad. Direction is low key, but the story always holds interest. Quinn is one of Hollywood's best, and his recent Oscar triumph should stimulate interest in this. Discriminating moviegoers will find much of interest in this western, which takes a different slant. It is beautifully photographed in sepia tones. It was written by Antony Ellis.

TIP ON BIDDING: Fair program rates.

AD LINES: "Two Men And A Situation Bound To Explode Into Violence"; "The Long Ride Back Would Prove Him A Man . . . Or He Would Die"; "Anthony Quinn In Another Brilliant Portrayal."

**U-International****The Girl In**

MELODRAMA

**The Kremlin (5718)**

81M.

ESTIMATE: Exploitation programmer has angles.

CAST: Lex Barker, Zsa Zsa Gabor, Jeffrey Stone, Maurice Manson, Natalia Daryll, William Schallert, Aram Katcher, Norbert Schiller, Michael Fox, Elena Davinci, Phillipa Fallon, Charles Horvath, Kurt Katch. Produced by Alfred Zugsmith; directed by Russell Birdwell.

STORY: Maurice Manson as Josef Stalin learns of a plot to overthrow and kill him. He orders the death of an exact double while he undergoes plastic surgery and leaves with much money and a few faithful followers for a secret hideout. With him are Aram Katcher, Michel Fox, and nurse Zsa Zsa Gabor. Later, Lex Barker, ex-OSS man working on his own, is approached by naturalized American citizen Zsa Zsa Gabor, who wants him to locate her twin sister in Russia. He takes the job and works with Jeffrey Stone, underground anti-Communist leader, tracking down lead after lead. They learn of the Stalin plot, but Gabor refuses to believe her sister is involved. A conference with Manson's son, William Schallert, who has been in hiding for many years, sends them toward Greece where they find the hideout but are captured. Stone sacrifices his life so that the others can have a fighting chance. Gabor meets her sister, who breaks with her stating she prefers Stalin and his odd desires like preferring his woman bald. Schallert shows up before they are killed and sets them free at gun point while leaving with his father. Driving at breakneck speed over the mountain roads he denounces his father and they both go over a cliff to their death.

**X-RAY:** Filled to overflowing with the melodramatic, secret intrigue, undercover espionage and a bald-headed girl, the latter supposedly an avid desire of Stalin, this entry shapes up as exploitation fare for the program. With a bit of a campaign and a little extra effort, the returns may be better than expected. The pace is rapid, the yarn fairly interesting, and the acting and direction are average. It's all in the selling, title, and curiosity of the public as to whether or not this will show unusual returns. The screen play is by Gene L. Coon and Robert Hill, based on a story by Harry Ruskin and DeWitt Bodeen.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "He Liked His Girls Bald"; "His Tastes In Women Were Unusual To Say The Least"; "In Order To Attract Josef Stalin, A Girl Had To Be Unusual—This One Was."

**Joe Butterfly (5723)** COMEDY  
90M.  
(Technicolor) (Cinema-Scope)  
(Filmed in Japan)

**ESTIMATE:** Highly amusing entry of G.I. occupation of Japan.

**CAST:** Audie Murphy, George Nader, Keenan Wynn, Kieko Shima, Fred Clark, John Agar, Charles McGraw, Herbert Anderson, Eddie Firestone, Frank Chase, and Burgess Meredith. Produced by Aaron Rosenberg; directed by Jesse Hibbs.

**STORY:** Five G.I. staff members of Yank witness the surrender ceremonies of the Japanese aboard the USS Missouri, including photographer Audie Murphy, editor George Nader, Charles McGraw, John Agar, and Frank Chase. Also present is loud mouth but influential representative of a big commercial picture weekly in the U. S., Keenan Wynn, who is always trying to show up the G.I.'s. When Murphy has a run in with him, Colonel Fred Clark orders him shipped back to the states. The others are ordered to turn out the first edition of Yank on Japanese soil in a few days. Trying to locate space, equipment, etc., is almost hopeless until they come across Japanese Burgess Meredith, who is able to pick up anything for a price. He takes them under his wing and gets them an impressive private home for themselves despite a shortage of accommodations for officers of high rank. Meredith turns over food and funds received to needy families. Murphy turns up, having jumped ship, and persuades the others to let him stay until they get out the first issue. Meanwhile, Wynn locates them and threatens exposure so they promise to produce the much sought-after Tokyo Rose for him exclusively. They turn out the issue, with Murphy's pictures a standout, and they are commended. Intelligence officers show to find out where the film was shot as the real Tokyo Rose has been spotted in one of the pictures. Meredith agrees to lead them to the location, and all receive praise, which causes Clark to forget all the infractions. As Murphy leaves, he tells a cute Japanese girl he will return.

**X-RAY:** Coming through with some amusing scenes and situations and aided by authentic location filming, this entry shapes up as amusing entertainment for most viewers. There is a certain charm, and this, together with the story which is cute and holds interest, should satisfy. The cast is good, and the direction and production are efficient and in keeping with the overall quality found in the release. It should do well as part of the program. The screen play is by Sy Gomberg, Jack Sher, and Marion Hargrove, based on a play by Evan Wylie and Jack Ruge. The film in theme and treatment has much the same appeal as "Teahouse Of The August Moon."

**TIP ON BIDDING:** Higher program rates.

**AD LINES:** "Who Could Resist The Charms Of 'Joe Butterfly?"; "He Knew Where To Get Anything Up To And Including Some Geisha Girls"; "For Some Different Fun And Good Times Don't Miss The Mis-Adventures Of 'Joe Butterfly' And His Charges."

**Public Pigeon No. 1** COMEDY  
(708) 79M.

(RKO)  
(Technicolor)

**ESTIMATE:** Amusing Red Skelton entry.

**CAST:** Red Skelton, Vivian Blaine, Janet Blair, Jay C. Flippen, Allyn Joslyn, Benny Baker, Milton Frome, John Abbott, Howard McNear, James Burke, Herb Vigran and the Seven Ashtons. Produced by Harry Tugend; directed by Norman Z. McLeod.

**STORY:** Lunchroom counterman Red Skelton and his girl, Janet Blair, save \$1500 toward the day when they can get married, and he starts a bank account. Swindler Allyn Joslyn gets wind of it, and with the aid of fellow crooks Benny Baker and showgirl Vivian Blaine is able to part Skelton from his money. Accidentally finding Blaine, Skelton trails her to Joslyn and Baker, who convince him that they are all undercover operatives of the FBI. They persuade him to join them, promising a refund of his money with interest. They use him to collect more sucker money and flee as the police headed by Jay C. Flippen close in. Skelton refuses to discuss his government assignment with anyone and goes to prison. When Joslyn and Baker see he hasn't talked, they are determined to get him out so he can turn over the money which he deposited in the bank for safekeeping. Blair convinces Flippen he is innocent, and he allows him to escape to lead him to the others. Backstage waiting for Blaine, he realizes he has been taken, calls the police, and keeps the crooks there until capture is possible. He winds up free, with a large reward, and married to Blair.

**X-RAY:** Harmless fun, some yocks, and a number of laughs are engendered here, and for those seeking their entertainment really lightweight this is it. Skelton is his usual zany self, and the others carry off the spoof okay. The story is about what is to be expected, a framework for gags, and the direction and production are okay. It should do fine as part of the program. The screen play is by Harry Tugend based on a story by Don Quinn and Larry Berns, which in turn is from a television play by Devery Freeman. Two songs are heard, "Don't Be Chicken, Chicken" and "Pardon Me, Got To Go Mambo."

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "Fun For All The Family With That Wit Of Wits, Red Skelton"; "He Went To Jail And Drove The Warden To Breaking Him Out"; "He Had A Way With Crooks And Cops—Both Wanted No Part Of Him."

## FOREIGN

**Royal Affairs** HISTORICAL DRAMA  
In Versailles 152M.

(Times)

(French-made) (English titles)

(Eastman Color)

**ESTIMATE:** Lengthy tale of French nobility for art and specialty spots.

**CAST:** Sacha Guitry, Claudette Colbert, Orson Welles, Jean Pierre Aumont, Edith Piaf, Gerard Philipe, Micheline Presle, Daniel Gelin, Danielle Delorme, George Marchal, Gaby Morlay, Gilbert Boka.

Written, directed, and produced by Sacha Guitry.

**STORY:** The three hundred year history of the Palace of Versailles is episodically encompassed here, with the scandals, intrigues, and conflicts of the various reigns of France shown in detail. The period of Louis XIII, Louis XIV, Louis XV, and Louis XVI are expertly photographed, with the famous in history caught in their own niches. The revolution, too, is shown in its proper place.

**X-RAY:** The history of France over three centuries, and in greater detail the nobility of that country, is presented for audiences who either will be fascinated by the lengthy presentation or think it utterly too long and wish ardently for a quickening of the pace. There is much that is attractive to be found here, such as the settings at Versailles, where most of the film was exposed, the beautiful women, the costumes of the various periods, etc., and the entry will be appreciated in the art and specialty spots. With regards to the cast, it should be noted that each appears but briefly. M. Guitry has expressed himself formidably both fore and aft of the cameras, and whether audiences here will appreciate his efforts is a matter of individual taste. Mayhaps those who are concerned with the history of France at schools and universities should be appraised of the values of the film. They'll certainly see enough of it.

**AD LINES:** "The History Of A Nation And Of The Men And Their Women Who Commanded It"; "The Story Of The Women Behind The Throne Of France"; "A Colorful Look Into History And Romance In The Court At Versailles."

## MISCELLANEOUS

**The Naked Eye** DOCUMENTARY  
71M.

(Film Representations)

(Black and White—Color)

**ESTIMATE:** Entry on photos, photography, and the people who indulge therein, for the art and specialty spots.

**CREDITS:** Photographs are to be seen here by Edward Weston, Margaret Bourke-White, Alfred Eisenstadt, Weegee, Ansel Adams, Matthew Brady, Louis Jacques Daguerre, Harold E. Edgerton, William H. Jackson, Nadar, Rosario Mazzeo, Edward Steichen, Alfred Stieglitz, Paul Strand, Brett Weston, Cole Weston. Written, directed, and produced by Louis Clyde Stoumen; narrated by Raymond Massey.

**STORY:** Everybody likes to take pictures. While amateurs are seen capturing family and souvenir setting alike on film, this entry concerns itself with the works of the professional. People and their doings, the color of the countryside, the landmarks of America, the unknown places, the attractive, and the ugly are all captured by the camera in the hands of the various experts.

**X-RAY:** Containing no plot as such, this entry does contain a theme: give an expert a camera and some film and you have a thing of beauty and or attraction. Louis Clyde Stoumen has taken scores of photographs, bunched them appropriately, moved his covering camera here, there, and the other place, and emerged with a film that is remarkably fluid and with an interesting story to tell. Smart editing plays a part in making the presentation more than palatable for special and interested audiences. The latter would take in photographers, both amateur and professional, the number of which is considerable. The playing of this entry could

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**Alphabetical Guide**

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

(Continued from page 4320)

have interesting results, especially with a little extra promotional effort expended.

AD LINES: "Ever Take A Picture? . . . Then This Is For You"; "A Treat For Those Seeking The Unusual In Entertainment"; "A Photo Is Worth Many A Word . . . And Only The Best Is To Be Found In This Unusual Presentation."

**The Shorts Parade**

**TWO REEL**

**Color Novelty**

SONG OF THE GRAPE. U-I—Special Featurettes, Eastman Color. 20m. In the Douro Valley in Portugal, the making of Port wine is a specialty. The camera catches the preparing of the soil, the planting of the small vines, the caring for same, and finally the harvesting when ripe. Grapes are loaded in kegs, pressed, and stored, after which the professional wineries take over and age and care for the red liquid until it is ready for marketing. This impresses one as having been made to further the interests of the wine industry of Portugal although there is no physical evidence of such. GOOD. (3601).

**Musical**

GOLDEN LADDER. U-I—Musical Featurette. 15m. This musical two-reeler presents such personalities as Gogi Grant, Rod McKuen, the Four King Sisters, Buddy Bregman, and the Bill Thompson Singers. Musical numbers heard include "Wayward Winds," "Puttin' On The Style," "Imagination," "I Gave You My Heart," "In Hamburg When The Nights Are Long," and "Golden Ladder." GOOD. (3654).

**Serial**

THE PURPLE MONSTER STRIKES. Reissue. July, 1945. Republic serial. 15 chapters: Dennis Moore, Linda Stirling, Roy Barcroft, James Craven, Bud Geary. Directed by Spencer Bennet and Fred Brannen; associate producer, Ronald Davidson. Episode One, "The Man In The Meteor." 22m. "It took six authors and two directors to turn out this implausible, pseudo-scientific comic book type thriller, which, while it is wholly unbelievable, still is adequately produced and enacted, and will doubtless please juvenile and serial fans. There are several good fights in the first episode, which concerns James Craven, astronomer-inventor, murdered by Roy Barcroft, a man from Mars, who arrives by rocket to plan an invasion by the Martian army. Barcroft takes on the physical identity of Craven, and thus prevents his niece, Linda Stirling, and his aide, Dennis Moore, from knowing of the murder. Barcroft, now in the guise of Craven, tells Moore about the arrival of the men from Mars, and learns that Craven's rocket launching device is ready for testing. Enlisting the aid of Bud

Geary, extortionist, who had been trying to get money from Craven, Barcroft sets out to steal his invention. Stirling and Moore arrive at the 11th hour after having become suspicious, a fight ensues, during which Stirling falls upon the rocket as the starting device is struck, and the rocket shoots through the roof. GOOD."

**ONE REEL**

**Color Cartoon**

DOUGH FOR THE DO-DO. Reissue. September, 1949. Warners—Blue Ribbon Hit Parades. 7m. "Porky Pig, the great explorer, arrives in the screwy land of the do-do, and has plenty of trouble capturing one. He finally gets it, but leaves, not knowing that instead of the do-do being the last one, there are plenty left behind. Although occasionally this takes a spurt out of the routine, for the most part, it follows the usual familiar pattern. FAIR." (4308).

FAST AND FURRY-OUS. Reissue. October, 1949. Warners—Blue Ribbon Hit Parades. 7m. "A hungry coyote is off after a bird runner, but the latter proves too fast, as well as too smart, for the various traps laid by the coyote. With the aid of jet propelled sneakers, he almost catches him, but the road runner gets away, and has the last laugh. GOOD. (4309).

INTERNATIONAL WOODPECKER. U-I—Walter Lantz Cartune. 6m. "Woody helps nephews Knothead and Splinter with some woodpecker history and how he figured in the cave man era, ancient Greece, making the Tower of Pisa lean, discovering America, etc. They then take off for a picnic via rocketship to the moon. GOOD. (3618).

MOUSE WRECKERS. Reissue. April, 1949. Warners—Blue Ribbon Hit Parades. 7m. "Hubie and Bertie have to outwit the champion cat of them all, so they rig up many new traps to make the cat think he is dreaming everything that happens to him. Needless to say, the cat is outwitted and Hubie and Bertie take over. This is above the average. GOOD." (4307).

FOR SCENT-IMENTAL REASONS. Reissue. December, 1949. Warners—Blue Ribbon Hit Parades. 7m. "The French skunk makes a play for the disguised cat which has been sent into a perfume shop to get rid of the intruder. But the cat, even though finally exposed, has been attracted to the skunk, and the windup finds this skunk as the object of the cat's affections. GOOD." (4306).

SWALLOW THE LEADER. Reissue. October, 1949. Warners—Blue Ribbon Hit Parades. 7m. "The cat is ready at Capistrano as the swallows prepare to return. The advance scout for the birds has quite a time outwitting the cat, which envisions a good meal. One ruse after another fails, and when it appears as if the cat will win, the return of all the birds to Capistrano results in the cat being ousted. FAIR." (4305).

**Color Novelty**

CROSSROADS OF THE AGES. U-I—Color Parade. 9m. The camera visits modern Turkey and records the celebration of Independence Day (Aug. 30) with a display of the country's armed might. Also seen in Eastman Color are its people, products, natural resources, etc. GOOD. (3675).

FROZEN FRONTIER. U-I—Color Parade. 9m. The Eastman Color cameras visit Glacier National Park and capture all the beauties of this scenic wonderland including the Waterton Glacier International Peace Park on the Canadian side. Included are shots of wild animal life still roaming free in its natural habitat. GOOD. (3673).

JUNIOR JAMBOREE. U-I—Color Parade. 9m. In Oregon each year a junior rodeo takes place for which the younger set practices on a variety of objects. The big day arrives with horse riding, cattle taming, roping, etc. Prizes go to the lucky ones. GOOD. (3674).

PACIFIC SPORTS. U-I—Color Parade. 8m. The color camera visits the Far West concerning itself mainly with sports. Seen are baseball, rugby, bicycle racing in Hawaii; horse racing in Hong Kong; sipa in the Philippines; takraw in Thailand; suma wrestling in Japan. GOOD. (2671).

**Novelty**

BEAR CUBS GO RURAL. U-I—Variety View. 9m. Once again three baby bear cubs are left to their own resources and they cavort roughly with a dog and a cow. They invade a milkshed, meet with a duck, chickens, kittens, and get into a house where they make a mess in the kitchen. FAIR. (3693).

BROOKLYN GOES TO DETROIT. U-I—Variety View. 9m. Featuring a Brooklyn-type narration by Phil Foster, to be seen here are the highlights of Detroit, humorous and otherwise, including the auto plants, Greenfield Park, etc., as well as a glimpse of Windsor, Ontario. FAIR. (3694).

MILK RUN. U-I—Variety View. 9m. What looks like a promotion for the milk industry is to be found here. A bottling plant is shown, as are the duties and adventures of an average milkman on his delivery run where he has to pour milk for cats, water plants, fix a leaky faucet, and rouse a sleeping family when he discovers a house afire. GOOD. (3691).

MONKEYS ARE THE CRAZIEST. U-I—Variety View. 9m. A young chimp goes on a tour of the London Zoo where monkeys and others get the once-over by the camera. The British-type commentary presents all kinds of miscellany. FAIR. (3692).

**Color Travel**

UNDER CARIB SKIES. Warners—WarnerColor Scope Gems. 9m. This visit to Jamaica, playground of the Caribbean, features some interesting scenes but on the whole lacks freshness and is similar to a host of other travel subjects on the area. The country is seen from the point of view of the native and the vacationer. FAIR. (4503).





Current releases are available and in which distributors are available for their up-to-date checking and correcting, so that it is the latest knowledge available.

**NOW IN GENERAL RELEASE**

A.A.	COLUMBIA	M.O.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
<b>Chain Of Evidence</b> Bill Elliott, James Lydon, Claudia Barrett	<b>The Seventh Calvary</b> (TC) Randolph Scott	<b>Ten Thousand Bedrooms</b> (CS-MC) Dean Martin, Anna Marie Alberghetti, Eva Bartok	<b>The Mountain</b> (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	<b>The Man Is Armed</b> Dane Clark, May Wynn	<b>The Quiet Gun</b> Forrest Tucker, Mara Corday (RegalScope)	<b>The Delinquents</b> Tommy Laughlin, Peter Miller (Imperial)	<b>Battle Hymn</b> (CS-TC) Rock Hudson, Martha Hyer, Dan Durvea	<b>The Wrong Man</b> Henry Fonda, Vera Miles	<b>Rock, Rock, Rock</b> (DCA) Alan Freed, LaVern Baker, Frankie Lymon and Teenagers	
<b>Not Of This Earth</b> Paul Birch, Beverly Garland	<b>Zarak</b> (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	<b>Hot Summer Night</b> Leslie Nielsen, Coleen Miller	<b>The Search For Bridey Murphy</b> (VV) Teresa Wright, Louis Hayward	<b>Scandal, Inc.</b> Robert Hutton, Paul Richards, Patricia Wright	<b>The Storm Rider</b> Scott Brady, Mala Powers	<b>Hir And Run</b> Cleo Moore, Hugo Haas (Haas)	<b>The Night Runner</b> Ray Danton, Colleen Miller	<b>Top Secret Affair</b> Kirk Douglas, Susan Hayward	<b>Runaway Daughters</b> (American-Int.) Marla English, John Live!	
<b>Attack Of The Crab Monsters</b> Richard Garland, Pamela Duncan	<b>Ride The High Iron</b> Don Taylor Sally Forrest	<b>Invitation To The Dance</b> (TC) Gene Kelly	<b>Hollywood Or Bust</b> (VV-TC) Dean Martin, Jerry Lewis	<b>Tears For Simon</b> (Tricolor) David Farrar, Julie Arnall (English-made)	<b>Heaven Knows Mr. Allison</b> (CS-DC) Deborah Kerr, Robert Mitchum	<b>Spring Reunion</b> Betty Hutton, Dana Andrews (Bryna)	<b>Gun For A Coward</b> (CS-EC) Fred MacMurray, Janice Rule Jeffrey Hunter	<b>The Big Land</b> (WC) Alan Ladd, Virginia Mayo, Fitzgerald O'Brien	<b>Paris Does Strange Things</b> (TC) Ingrid Bergman, Mel Ferrer (Made in France)	
<b>Last Of The Badmen</b> (CS-Color) G. Montgomery, Meg Randall, Keith Larsen	<b>The Silent World</b> (TC) (French-made) Documentary	<b>Lizzie</b> Eleanor Parker, Richard Boone, Joan Blondell	<b>The Rainmaker</b> (VV-TC) Burt Lancaster, Katharine Hepburn	<b>Above Us The Waves</b> John Mills (English-made)	<b>The River's Edge</b> (CS-DC) Ray Milland, Anthony Quinn, Debra Paget	<b>Revolt At Fort Laramie</b> (CS-TC) John Dehner, Diana Brewster (Bell-Air)	<b>Mister Cory</b> (CS-EC) Tony Curtis, Martha Hyer, Charles Bickford	<b>Rebel Without A Cause</b> (RE) James Dean	<b>Shake, Rattle and Rock</b> (American-Int.) Fats Domino, Lisa Gave	
<b>Hold That Hypnotist</b> Bowery Boys	<b>Don't Knock The Rock</b> and his Comets Bill Haley	<b>Designing Woman</b> (CS-Color) Gregory Peck, Lauren Bacal	<b>Fear Strikes Out</b> (VV) Anthony Perkins, Norman Moore	<b>The Congress</b> Dances (Tricolor-CS) (German-made)	<b>Two Grooms</b> Virginia Bruce, John Carroll	<b>The Bachelor Party</b> Don Murray, Piper Laurie, Martha Hyer	<b>East of Eden</b> (RE) James Dean	<b>The Spirit Of St. Louis</b> (CS-WC) James Stewart	<b>Cinderella</b> (RE) (TC) (Buena Vista) (Disney)	
<b>Footsteps In The Night</b> Bill Elliott	<b>Nightfall</b> Aldo Ray, Anne Bancroft	<b>The Vintage</b> (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer	<b>Cecil B. DeMille's Commandments</b> (VV-TC) (Made in Egypt) (Special Engagements)	<b>Accused Of Murder</b> (Tricolor) David Brian, Vera Ralston	<b>Break In The Circle</b> Forrest Tucker, Eva Bartok	<b>The Iron Sheriff</b> Sterling Hayden, Constance Ford (Grand)	<b>The Tattered Dress</b> (CS) Jeff Chandler, Jeanne Crain, Jack Carson	<b>Flesh and The Spur</b> (Eastman Color) John Algar, Marla English (American-Int.)	<b>Naked Paradise</b> (Pathe Color) Richard Denning, Beverly Garland (American-Int.)	
<b>The Badge Of Marshal Brennan</b> Jim Davis, Arleen Whelan	<b>Wicked As They Come</b> Arlene Dahl, Herbert Marshall	<b>Gaslight</b> (RE)	<b>The Ten</b> (VV-TC) (Made in Egypt) (Special Engagements)	<b>Duel At Apache Wells</b> (Naturama) Anna Marie Alberghetti, Ben Cooper, Jim Davis	<b>Boy On A Dolphin</b> (CS-DC) Alan Ladd, Sophia Loren, Clifton Webb	<b>12 Angry Men</b> Henry Fonda, Lee J. Cobb (Orion-Nova)	<b>The Counterfeit Plan</b> Zachary Scott, Peggie Castle (English-made)	<b>The Undead</b> Richard Garland, Famela Duncan (American-Int.)	<b>Voodoo Woman</b> Marla English, Tom Conway, Touch Connors (American-Int.)	
<b>Dragon Wells</b> Massacre (CS-Color) Barry Sullivan, Mona Freeman, Dennis O'Keefe Katy Jurado	<b>Full Of Life</b> Judy Holliday, Richard Conte	<b>The Postman Always Rings Twice</b> (RE)	<b>The Buster Keaton Story</b> (VV) Rhonda Fleming, Donald O'Connor, Ann Blyth	<b>Man In The Vault</b> William Campbell, Karen Sharpe, Anita Ekberg	<b>China Gate</b> (CS) Gene Barry, Angie Dickson Nat 'King' Cole	<b>War Drums</b> Lex Barker, Joan Tyler (Bell-Air)	<b>Unfamed Youth</b> Mamie Van Doren, Lori Nelson, John Russell	<b>The Girl In The Kremlin</b> Lex Barker, Zsa Zsa Gabor	<b>Shoot Out At Medicine Bend</b> Randolph Scott, James Craig, Angie Dickinson	
<b>The Persuader</b> James Craig, Kirstine Miller	<b>Utopia Blaine</b> Rory Calhoun, Susan Cummings	<b>This Could Be The Night</b> (CS) Jean Simmons, Paul Douglas, Joan Blondell	<b>Gunfight At The O.K. Corral</b> (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming	<b>Hell's Crossroads</b> (Naturama) Stephen McNally, Peggie Castle, Barton MacLane	<b>Kronos</b> (RegalScope) Jeff Morrow, Barbara Lawrence	<b>Monkey On My Back</b> Cameron Mitchell, Dianne Foster (Small)	<b>Shoot Out At</b> All American (RE) Burt Lancaster	<b>The Deadly Mantis</b> Craig Stevens	<b>Man Afraid</b> (CS) George Nader, Phyllis Thaxter, Tim Hovey	
<b>Destination 60,000</b> Preston Foster, Jeff Donnell	<b>The Shadow On The Window</b> Betty Garrett, Phil Carey, John Barrymore, Jr.	<b>The Little Hut</b> (Color) Ava Gardner, Stewart Grainger, David Niven (Made in England)	<b>The Lonely Man</b> (VV) Jack Palance, Anthony Perkins, Elaine Aiken	<b>Spoilers Of The Forest</b> (Naturama- Tricolor) Rod Cameron, Vera Ralston	<b>She Devil</b> (RegalScope) Mari Blanchard, Albert Dekker	<b>The Ride Back</b> Anthony Quinn, Lita Milan (Associates and Aldrich)	<b>The Winning Team</b> (RE) Doris Day	<b>The Kettles On Old MacDonald's Farm</b> Marjorie Main, Parker Fennelly	<b>Jim Thorpe, All American</b> (RE) Burt Lancaster	
<b>The Oklohaman</b> (CS-Color) Joel McCrea, Barbara Hale	<b>The Man Who Turned To Stone</b> Victory Jory, Ann Doran	<b>The Seventh Sin</b> (CS) Eleanor Parker, Fill Travers, George Sanders	<b>Omar Khayyam</b> (VV-TC) Cornel Wilde, Debra Paget	<b>Man In The Road</b> Derek Farr, Ella Raines (English-made)	<b>Bad Londs Of Montana</b> Rex Reason, Margia Dean	<b>Bailout At 43,000</b> John Payne, Karen Steele (Pine-Thomas)	<b>The Winning Team</b> (RE) Doris Day	<b>The Kettles On Old MacDonald's Farm</b> Marjorie Main, Parker Fennelly	<b>Reach For The Sky</b> Kenneth More, (English-made) (Rank)	
<b>Storm Out Of The West</b> Dale Robertson, Lois Maxwell, Derek Bond	<b>Zombies Of Moro-Tau</b> Allison Hayes, Majorie Eaton	<b>Something Of Value</b> Fock Hudson, Dana Wynter, Wendy Hiller	<b>For Whom The Bell Tolls</b> (RE) (TC) Gary Cooper, Ingrid Bergman	<b>The Way To The Gold</b> (CS) Jeffrey Hunter, Sheree North, Barry Sullivan	<b>The Way To The Gold</b> (CS) Jeffrey Hunter, Sheree North, Barry Sullivan	<b>Gun Duel In Durango</b> George Montgomery, Ann Robinson (Peerless)	<b>Bright Leaf</b> (RE) Gary Cooper	<b>The West Point Story</b> (RE) James Cagney	<b>Strangers On A Train</b> (RE) Farley Granger	
<b>Let's Be Happy</b> (CS-TC) Tony Martin, Vera-Ellen	<b>Guns Of Fort Petticoat</b> (TC) Audie Murphy, Kathryn Grant	<b>The Bride Goes Wild</b> (RE)	<b>Our Vines Have Tender Grapes</b> (RE)	<b>The Restless Breed</b> Scott Brady, Ann Bancroft	<b>Desk Set</b> (DS-DC) Spencer Tracy, Katharine Hepburn, Joan Blondell	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Young Man With A Horn</b> (RE) Kirk Douglas		

**PROMISED FOR EARLY RELEASE**

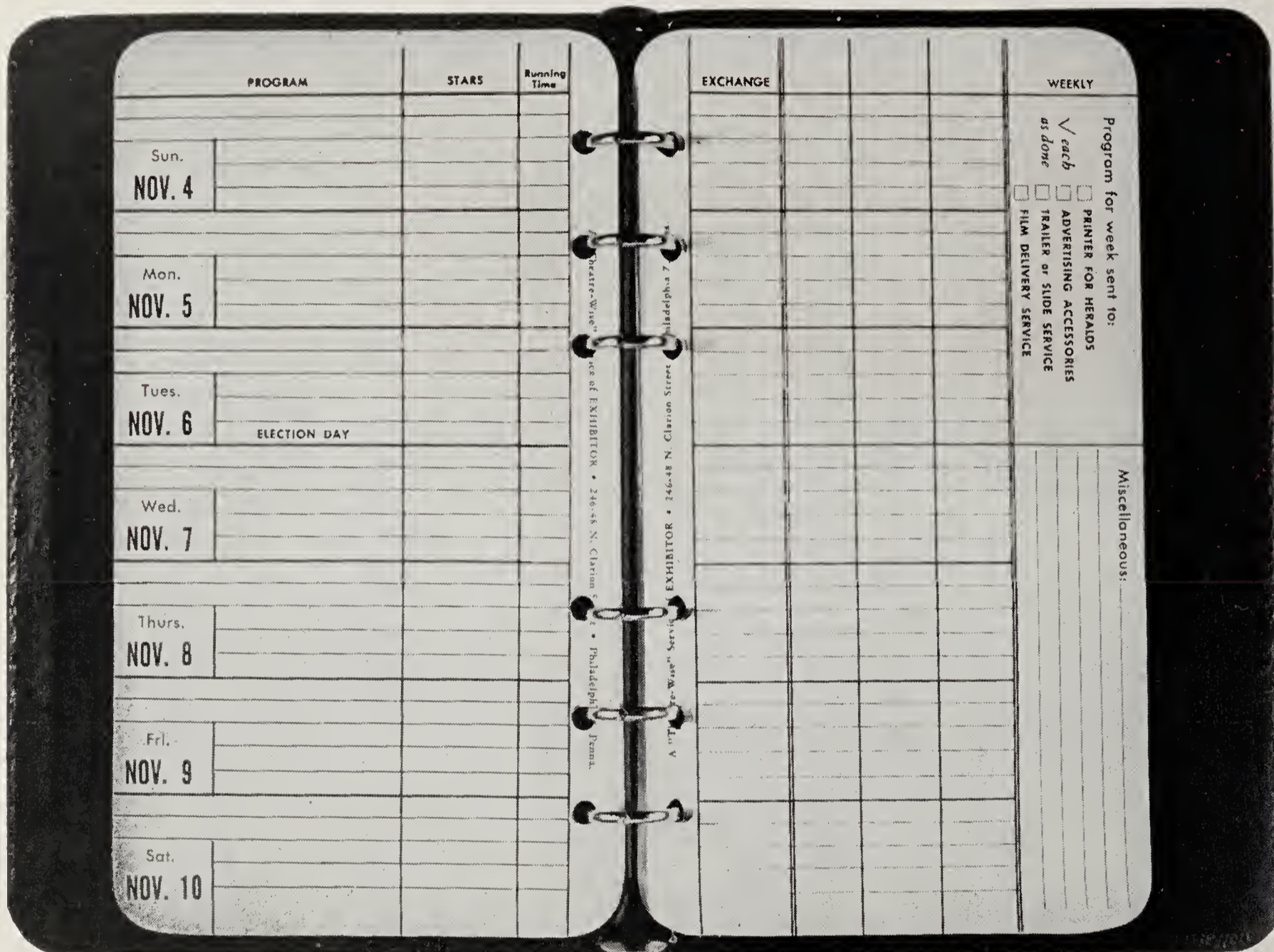
<b>The Persuader</b> James Craig, Kirstine Miller	<b>Utopia Blaine</b> Rory Calhoun, Susan Cummings	<b>This Could Be The Night</b> (CS) Jean Simmons, Paul Douglas, Joan Blondell	<b>The Buster Keaton Story</b> (VV) Rhonda Fleming, Donald O'Connor, Ann Blyth	<b>Affair In Reno</b> (Naturama) John Lund, Doris Singleton, John Archer	<b>China Gate</b> (CS) Gene Barry, Angie Dickson Nat 'King' Cole	<b>War Drums</b> Lex Barker, Joan Tyler (Bell-Air)	<b>The Girl In The Kremlin</b> Lex Barker, Zsa Zsa Gabor	<b>Unfamed Youth</b> Mamie Van Doren, Lori Nelson, John Russell	<b>The Undead</b> Richard Garland, Famela Duncan (American-Int.)
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<b>Spook Chasers</b> Bowery Boys	<b>The Tall T</b> (TC) Randolph Scott, Richard Boone, Maureen O'Sullivan	<b>The Phantom Stagecoach</b> William Bishop, Kathleen Crowley	<b>Our Vines Have Tender Grapes</b> (RE)	<b>The Restless Breed</b> Scott Brady, Ann Bancroft	<b>Desk Set</b> (DS-DC) Spencer Tracy, Katharine Hepburn, Joan Blondell	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Young Man With A Horn</b> (RE) Kirk Douglas	

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The **NEW** 12 Month Set of Booking Sheets for the full year starting: **JUNE 30, 1957**

## "Pocket-Size" DATE BOOK

Compiled into a full yearly set of dated sheets (120 pages) . . . Punched for a standard 6-ring binder . . . All holidays indicated . . . Ample space for clear records.



The above illustration is greatly reduced from the actual sheet size of 3 3/4 x 6 3/4 each. Note the flat working surface.

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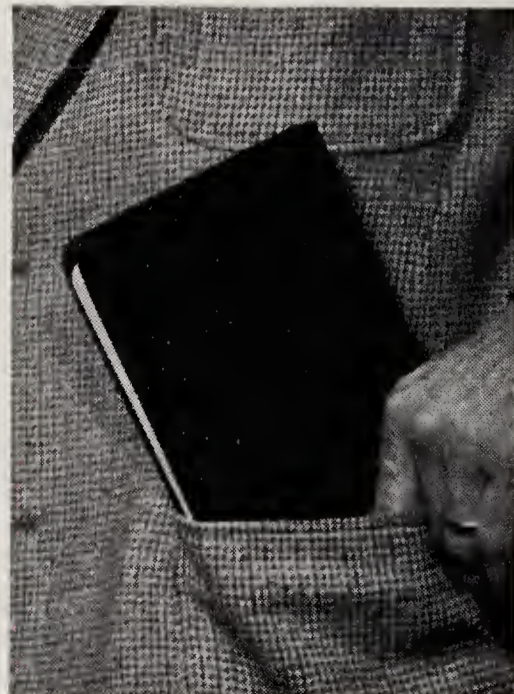
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PRICE: \$4.00 each (Tax included)

**UNEXCELLED QUALITY . . . for the theatre executive who prefers a small, compact DATE BOOK**



**NOTE TO THEATRE SUBSCRIBERS:** The above Forms and Binders are designed, prepared and warehoused as a PLUS-SERVICE to you, our friends. They will not be sold to anyone else at any price!

MOTION PICTURE

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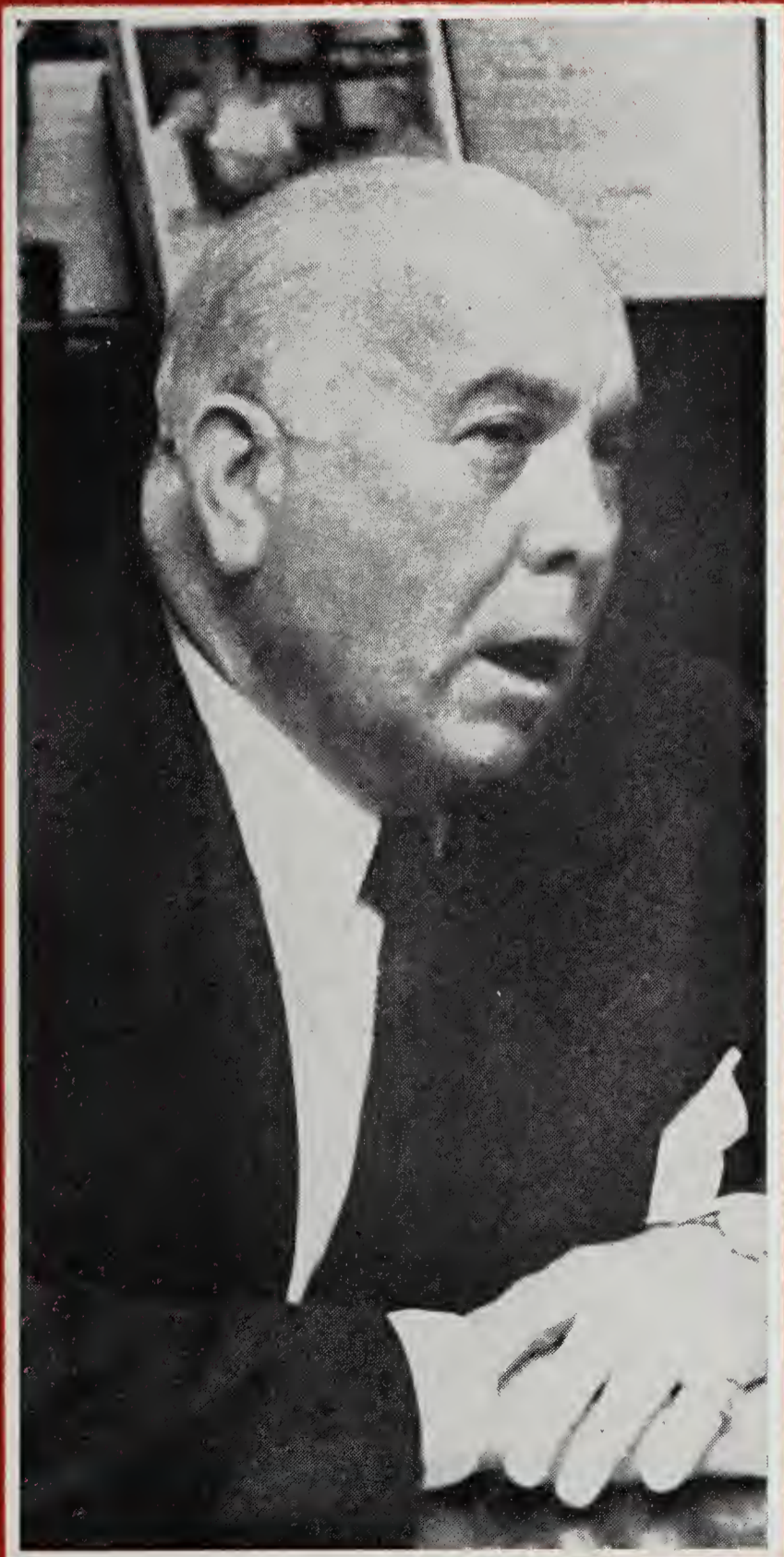
MAY 8, 1957

VOLUME 58

NUMBER 2

IN TWO SECTIONS

• THIS IS SECTION ONE



***A Tribute to . . .***  
***SPYROS P. SKOURAS***

*editorial feature*

## **Allied Raps Justice Dept.**

(page 18)

## **FCC Not Sure Of Toll-TV Power**

(page 27)

**AND FEATURING: STUDIO SURVEY**

← Spyros Skouras, whose rise to fame reads like a film script, is currently celebrating his 15th anniversary as head of 20th-Fox, featured by an industry tribute.

# SHEER PLEASURE

It's Christmas in July when hundreds of theatres hang up M-G-M's "Silk Stockings." Filled with box-office appeal, they'll fill your house with spectacular, zingy entertainment!

## MONEY FACTS:

1. "SILK STOCKINGS," the two-year Broadway stage hit on the screen in a BIG, bouncy, CinemaScope and Color production.
2. The wonderful story was picked by Arthur Freed of "American In Paris" fame for his first independent offering and he's given it the works.
3. Cole Porter's magic music and lyrics. 13 of his top tunes, plus new ones, including "Ritz Rock 'n Roll."
4. Another big triumph for Fred Astaire and co-starring is Cyd Charisse at her greatest. Big talent cast includes Janis Paige, Peter Lorre and others.
5. Smooth as "Silk Stockings" promotion in the big-time M-G-M manner. National magazines, newspapers, radio, TV.



M-G-M Presents

AN ARTHUR FREED PRODUCTION

Starring

FRED ASTAIRE

CYD CHARISSE

**Silk**

**Stockings**

Also Co-Starring

JANIS PAIGE

PETER LORRE

With GEORGE TOBIAS · JOSEPH BULOFF  
JULES MUNSHIN

Screen Play by LEONARD GERSHE  
and LEONARD SPIGELGASS  
Suggested by "NINOTCHKA" by MELCHIOR LENGYEL

Music and Lyrics by COLE PORTER

Book of Original Musical Play by  
GEORGE S. KAUFMAN,  
LEUEEN McGRATH  
and ABE BURROWS

Produced on the Stage by CY FEUER and ERNEST H. MARTIN  
in CINEMASCOPE and METROCOLOR

Directed by ROUBEN MAMOULIAN



## A WELL MERITED TRIBUTE

IN RECENT WEEKS the trade press has featured many different tributes to SPYROS P. SKOURAS, and to the impressive increases in both the quality and quantity of the feature motion pictures announced for delivery by his 20th Century-Fox Film Corporation during the current film season. Once again, SPYROS has led the way—confidently, courageously, and with unbounded faith in the future of our industry. Where constructive leadership of this industry of ours was formerly shared by many, it now looks as though the Titans are few, and SPYROS is an acknowledged stand-out.

This week, MOTION PICTURE EXHIBITOR presents a very uniquely warm and personal "Proclamation," signed by more than 300 of the executive showmen of the United States and Canada, and delineating the genuineness of their regard for SPYROS. To the best of our knowledge, such a mass testimonial has never previously been attempted in this or any other periodical, either inside or outside of this industry.

No pressure of any kind was used. A single letter of invitation to cooperate, with no sample page, and with nothing but a hazy description of an objective, fought its way through the Summerfield "roadblock" in the postal service, and to all theatres and circuits. It promised "no big shots" and "no little shots," with each signature carried in the numerical order in which it arrived at our publishing offices. The more than 300 who responded stand as mute tribute to the sincerity of their regard for SPYROS.

We at MOTION PICTURE EXHIBITOR thank these theatre executives for the confidence that they placed in us by accepting our proposal. With this published "Proclamation" before them, we don't doubt that thousands more will regret that their names are not included. For this we are sorry. This in no way minimizes the greatness and heart-felt warmth of this tribute to a leader.

To SPYROS SKOURAS, a real "pro"!

## TEXAS . . . TAKE A BOW!

ELSEWHERE in this issue will be found the actual illustrations and stunts that make up this year's JUNE MOVIE TIME JUBILEE in the Frontier Theatres Circuit, as submitted from Dallas, Tex., by their advertising director, L. E. Forester. Designed as a tribute to general manager Louis C. Higdon, and with the slogan: "Let's do it for Louis!," this year's drive is aimed at regaining the female patronage with store tieups, shopper's prizes, etc. We think that most showmen will agree that every-

thing about this campaign has a professional touch.

But, outstanding as this campaign is, even more notable is the gesture of goodwill and industry cooperation demonstrated by the non-profit offer to share their effort with any showman who wants to try it. We have often heard of Texas hospitality, and of the generous nature of Texans. This is certainly a proof of both, and the Lone Star State can take a bow.

Gentlemen! Here's to Texas!

## ON THE VALUE OF CROSS-PLUGS

LIVE IN ANY CITY or town where one ownership controls a newspaper, a radio station, and a TV station, and you are exposed to as fine an assortment of triple-team cross-plugs on some show titled "WHO SHOT JOHN?" as is possible to imagine.

While none of our concern, we sometimes wonder what the department stores and super markets that advertise their "open evenings" policies in these same newspapers think about the newspaper's advice to its readers to stay home that evening. Sort of a cross-purpose to the cross-plug, isn't it?

Theatres, however, have a very similar opportunity.

and a very powerful force at their command to cross-plug their shows to their mutual benefit. Any experienced theatremen will tell you that the screen is any theatre's most important salesman. Cross-plugs on theatre screens have proved to be helpful in the past. Why in the world don't theatres with the same "run" use more of them?

A simple, "colored slide" type of 20 second still trailer on each current show might encourage more theatremen to adopt the policy.

How about it, Herman Robbins?

How about it, theatremen?

*Jay Emanuel*

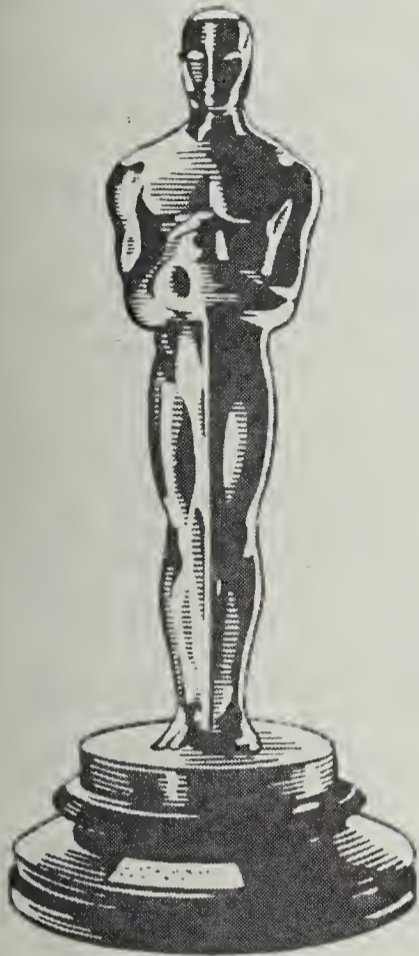
# TRANS-LUX

HAS "LA STRADA", THE LONGEST RUN HIT IN THE COUNTRY, READY FOR YOUR THEATRE NOW! SHATTERING RECORD GROSSES EVERYWHERE!

ALSO AVAILABLE FOR

<p>Venice Prizewinner Smash Hit suspense comedy for September Release</p>  <p><b>FOUR BAGS FULL</b></p> <p>starring JEAN GABIN and BOURVIL</p>	<p>TO BE RELEASED IN</p>  <p><b>BED OF GRASS</b></p> <p>Not only will it excite your audience but it will also excite YOU!</p>
--	---

NOW AVAILABLE  
IN ENGLISH



**BEST FOREIGN PICTURE**

starring

**ANTHONY QUINN**

ACADEMY AWARD WINNER (Best Supporting Actor)

**RICHARD BASEHART**

**GIULIETTA MASINA**

**ACADEMY AWARD  
WINNER!**



**LA STRADA**

NEW YORK Now in its 10th Month • SAN FRANCISCO 9 Months!  
LOS ANGELES 7 Months • and more all around the country.

**TRANS-LUX** Distributing Corp.

For Everybody Who Loved  
"Little Fugitive"

**Lovers and  
Lollipops**



NOW PLAYING MAJOR CIRCUITS!

**Dance  
Little Lady**



WILL APPEAL TO ANY  
TYPE OF AUDIENCE

**DANGER  
FLIGHT 931**



A must for your better programs!  
**ENCYCLOPAEDIA BRITANNICA FILMS**  
Short Subjects of Distinction

## NFS Central Depot Nears Completion

NEW HAVEN—A project is nearing completion here that could be one of the most revolutionary undertakings of the motion picture industry. Early this summer, the New Haven depot of National Film Service, Inc., will be completed and will begin operation.

For the first time, all major distributors (Allied Artists, Buena Vista, Columbia, MGM, Paramount, Republic, RKO, United Artists, Universal-International, and Warners) will hand over their back-room work to one organization. At the same time, most of the distributors will take front office space in the NFS depot.

NFS claims such streamlining of distribution can be the key weapon in the constant fight against rapidly rising distribution costs. James P. Clark, president of NFS, long has fought for such centralization.

## AA Acquires N. Y. Exchanges

NEW YORK—Steve Broidy, president, Allied Artists, announced that arrangements have been concluded for the company to acquire its Albany and Buffalo exchange offices, formerly franchise-owned by Harry Berkson and Nate Dickman.

## Loew's Reveals Income, Declares Regular Dividend

NEW YORK—Loew's, Inc., and subsidiaries, including theatre subsidiaries, report for the 28 weeks ending March 14, 1957, net profits after taxes of \$2,729,248, or 51 cents a share, as against \$1,889,843 or 36 cents a share for the corresponding period of the previous year.

Joseph R. Vogel, president of Loew's, Inc., reported that the earnings in the last 16 week period were less than in the same period last year because of disappointing box office returns of pictures distributed.

Vogel also stated that the board declared the regular quarterly dividend of 25 cents per share, payable June 30 to stockholders of record June 14.

## SBA Rejects TOA Request

WASHINGTON—The Small Business Administration last week was reported to have refused the request of Theatre Owners of America to liberalize its rules so that exhibitors might obtain loans on easier terms and be spared the need of submitting a statement of inability to obtain private financing.



## The NEW YORK Scene By Mel Konecoff

MAIL: Paul Street writes us from Madrid that he and his International Film Unit are completing their second short in a series. This one is called "Travelrama Goes To Spain," and they are shooting in Seville, Toledo, and Madrid. Next stop is Paris for his third subject. No release set as yet, but if we know Street, they should be as interesting as can be.

**ANNIVERSARY BULL:** Backstage at the Roxy recently they were reminiscing over how show biz personalities used to act as the house celebrated its 25th anniversary. They came up with such bits of trivia as Virginia Mayo used to play "straight man" in a horse comedy routine called "Pansy The Horse." . . . Dan Dailey was a chorus boy who was "always broke." When he left, he brought in a pal named Van Johnson. . . . Abbott and Costello once told a stage hand they couldn't go on if they had to shell out 50 bucks for a table for their shell game. . . . Donald O'Connor, recuperating from pneumonia, left an oxygen tank daily to go on. . . . Milton Berle used to give the "gang" a \$500 tip after a booking. They claim he had the most confidence before a performance but was most temperamental during it. . . . Dorothy Lamour was the most nervous about going on. . . . Finally, it was decided that Bud Abbott was the worst poker player, Willie Howard was the most generous, and Grace Moore was the most beautiful.

**C'EST FORMIDABLE:** "Sixty Years Of French Films" will be presented by the Museum of Modern Art May 29 through Sept. 30. Sacre bleu, what a load of French.

**PRODUCTION:** Richard Widmark, Richard Basehart, and Karl Malden arrived in town for "Timelimit" location shooting at Fort Jay, headquarters of the First Army on Governor's Island. It's Malden's first as a director. More on this if we get a chance to pop over for a looksee.

**POINTY HEAD NOTE:** From the land that tea and Sam Spiegel made famous comes this tall tale about a native who wanted a part as a barefoot soldier in Spiegel's picture for Columbia made in Ceylon, "The Bridge On The River Kwai." The story goes he was a half-inch short and was rejected. He returned a half hour later and demanded to be re-measured. It seems he put a bump on his head with a wooden mallet. While he made the minimum requirements, he was disqualified.

Oh brother. Make that tea strong, willya!

**THAT'S OUR GIRL:** Did we tell you about our girl Etta? She's head booker at the New York exchange of Allied Artists, and she needs dates. Picture bookings, that is, to get the sales drive in her honor over the top. So come on, already.

# BROADWAY GROSSES

(As of this Monday)

## Openings Stir Little Interest

NEW YORK—Below average business was the order of the day along Broadway in the first-runs, although "The Bachelor Party" at the Victoria was okay in its fourth week. There were four new attractions.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Abandon Ship" (Columbia). Paramount (\$47,654)\*—The last nine days of the third week dropped to \$19,000.

"Boy On A Dolphin" (20th-Fox). Roxy (\$81,388)—This slipped to \$60,000 for the third week. Friday through Sunday accounted for \$39,452. Louis Armstrong on stage.

"Funny Face" (Paramount). Radio City Music Hall (\$146,192)—After five great weeks, this dropped to \$135,000 on the sixth session, with \$91,000 in from Thursday through Sunday. Usual stage show.

"The Little Hut" (MGM). Capitol (\$39,813)—Opening week was heading toward \$35,000.

"The Living Idol" (MGM). Globe (\$11,854)—First week sure to hit \$10,000.

"Dragoon Wells Massacre" (Allied Artists). Mayfair (\$15,087)—First week only \$11,000.

"The Strange One" (Columbia). Astor (\$24,578)—Fourth week claimed at \$10,000.

"The Bachelor Party" (UA). Victoria (\$21,930)—Okay with \$23,000 reported.

"The Ride Back" (UA). Loew's State (\$18,644)—Opening week stated to have hit \$15,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

## Republic Earnings Drop

NEW YORK—Republic Pictures announced last fortnight that its net earnings for the quarter ended on Jan. 26, 1957, were \$219,483 or six cents per share. This compares to \$773,641 and 34 cents per share for the comparable period the year before.

## NT Seeks Denver Theatre

NEW YORK—National Theatres last fortnight indicated that the U. S. Circuit Court here would be petitioned to allow NT to purchase a new and uncompleted 600-seat theatre in Littleton, a suburban shopping center of Denver.

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# A PROCLAMATION

from we Working Theatremen, representing major and minor Theatre Investments throughout the United States and Canada, as a mark of our APPRECIATION, FRIENDSHIP and REGARD for

## SPYROS P. SKOURAS

on this 15th ANNIVERSARY of his Presidency of 20th CENTURY-FOX FILM CORPORATION.

**Whereas** . . . from his own start as a theatre operator, Spyros P. Skouras has never forgotten that the theatre is the retail outlet and therefore the cornerstone on which the entire motion picture industry is built; and has never lost his love for the theatre and for the place it occupies in the American way of life;

**Whereas** . . . in all of his company's dealings Spyros P. Skouras has proved to have a sympathy for the problems that beset theatremen, and to have a willingness to meet theatremen face to face with a courtesy and cooperation that does credit to his company and himself;

**Whereas** . . . in his untiring efforts to participate in every worthy charitable and philanthropic endeavor, regardless of personal sacrifices in time and money, Spyros P. Skouras has brought honor and prestige to our industry, and therefore to us all;

**Whereas** . . . in the pit of a boxoffice depression Spyros P. Skouras gambled his personal prestige, and possibly even his continued leadership of his company, on his confidence in the success of CinemaScope; and thereby started a revival that is still reflected in public interest and public patronage;

**And Whereas** . . . in the current period of feature picture scarcity, Spyros P. Skouras has countered with an increase in his company's releases to a total of 55; and thereby proved his confidence in the motion picture industry's future and in the success of his theatre customers;

**Be It Resolved** . . . that Spyros P. Skouras has merited this Proclamation, to which we Working Theatremen hereby set our hand and seal.

*Jay Emanuel*

JAY EMANUEL  
Theatre Ct. Executive  
and Publisher of  
MOTION PICTURE EXHIBITOR

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WARD B. KREAG  
Fabian Circuit City Mgr.  
Allentown, Pa.

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EUGENE H. DEETER  
Owner, Majestic Theatre  
Mt. Penn, Pa.

*Robert R. Lee*

ROBERT R. LEE  
Owner, Biddle Theatre  
Baltimore, Md.

*John H. Hiser*

JOHN H. HISER  
Owner, Hiser Theatre  
Bethesda, Md.

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HAROLD D. COHEN  
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Miller Theatres  
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H. Ullman

BEN AMSTERDAM  
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Philadelphia, Pa.

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LEONARD C. HETELSON  
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Philadelphia, Pa.

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B. J. BISPECK  
Mgr., Senate Theatre  
Harrisburg, Pa.

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DAVID KAPLAN  
Mgr., Trans-Lux Theatre  
Boston, Mass.

Morris Blacker

MORRIS BLACKER  
Mgr., Ritz Theatre  
White Lake, N.Y.

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DAVID E. MILGRAM  
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Service, Inc.  
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HARRY KNOBLAUCH  
Mgr., Stanley-Warner Theatres  
Philadelphia, Pa.

Ted C. Rodis

TED C. RODIS  
Mgr., Skouras Astoria Theatre  
Astoria, L.I., N.Y.

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SAMUEL MELLITS  
Owner, Dentonia Theatre  
Denton, Md.

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H. CHERTCOFF  
H. Chertcoff Theatres Ct.  
Lancaster, Pa.

Isidor M. Rappaport

I. M. RAPPAPORT  
Pres., Rappaport Theatres Ct.  
Baltimore, Md.

G. J. Riestter

GEO. J. RIESTER  
Gen. Mgr., Buckley  
Amuse. Ent. Ct.  
Shamokin, Pa.

many of these signatures represent the purchasing executive of scores of important first-run theatres!

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Otis S. Page

ALFRED J. DAVIS  
Fried Th. Mgr. Co., Ct.  
Philadelphia, Pa.

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Owner, Lincoln Theatre  
Damariscotta, Me.

M. Mack Margoline

M. MACK MARGOLINE  
Pres., Mack Ths. of  
Chester, Inc., Ct.  
Chester, Pa.

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ARTHUR SILBER  
Partner, Abel and  
Silber Theatres Ct.  
Upper Darby, Pa.

Robert Abel

ROBERT ABEL  
Partner, Abel and  
Silber Theatres Ct.  
Upper Darby, Pa.

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ALDEN BRINKHAM  
Mgr., Weslin Theatre  
Massillon, Ohio

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HELEN BECK  
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JOHN A. BECK, JR.  
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Thayer, Mo.

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U. H. PELLESTIER  
Pres., Alma Theatre  
Alma, Que., Can.

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CARL BRAUN  
Gen. Mgr., Bein Theatr  
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FRANK W. HUSS, JR.  
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SID KALLET  
Film Buyer, Kallet The  
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HAROLD M. SCHOONOVER  
Owner, Mazda Theatre  
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RAY BARTLETT  
Owner, Landsun Theatr  
Artesia, N.M.

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PHILIP C. TIDBALL  
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L. C. Tidball

L. C. TIDBALL  
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BENJAMIN SHINDLER  
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A.P. GIACOMA  
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B.F. GRIMSLEY  
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MAX LAEMMLE  
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LEON SERIN  
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HAROLD GOULDING  
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Pres., Theatre Associates  
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Mgr. Ritz Theatre  
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HAROLD HECHT  
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Theatres Ct.  
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RALPH SOBELSON  
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Corporation  
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Mgr., Paramount Theatre  
Murdochville, Que., Can.

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Mgr., Capitol, Elite  
and Sunset D-I Theatres  
Kamsack, Sask., Can.

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Owner, Parkway D-I Theatre  
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Tower Theatres, Inc.  
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*Roy C. Dornbach* ROY C. DORNACH  
Mgr., Neptune Theatre  
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*Ernest R. Hoffman* ERNEST R. HOFFMAN  
Asst. Mgr., Warner Theatre  
Reading, Pa.

*Harry B. Hendel* HARRY B. HENDEL  
New Granada Theatre  
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Owner, Palace Theatre  
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Mgr., Skouras'  
303 D-I Theatre  
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*L. C. Sipe* L. C. SIPE  
Partner, Gainesville  
D-I Theatre  
Gainesville, Fla.

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Mgr., Auditorium  
Theatre  
Perry N. Y.

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*Thos. F. Friday* THOS. F. FRIDAY  
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V.P. & Gen. Mgr.,  
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Mgr., Motor-Vu D-I Theatre  
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Owner, Martin Theatre  
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*Mike Kendrach* MIKE KENDRACH  
Mgr., Mingo Theatre  
Mingo Junction, Ohio

the great majority of  
these signatures were  
accompanied by personal  
checks... and must be con-  
sidered as personal tributes!

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Mgr., Empire Theatre  
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Owner, Arcade Theatre  
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*Jesse E. Jones* JESSE E. JONES  
Owner, Jesse Jones Theatres  
Portland, Ore.

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City Mgr., State-United  
Calif. Theatres  
Marysville, Cal.

*Alvin B. Coe* ALVIN B. COE  
Owner, Mountain Movies  
Kernville, Cal.

*W. F. Bender* W. F. BENDER  
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Bemidji, Minn.

*Eugene A. Upstill* EUGENE A. UPSTILL  
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Theatres Corp. Ct.  
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*Arthur H. Lockwood* ARTHUR H. LOCKWOOD  
Pres., Lockwood and  
Gordon Enterprises Ct.  
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*Daryl E. Zimmerman* DARYL E. ZIMMERMAN  
Owner, Roxy Theatre  
Beulah, N. D.

*Rhea Friedman* RHEA FRIEDMAN  
Owner, Yeadon Theatre  
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Jackson Theatres  
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RAYNA A. MITCHELL  
Owner, -R- Theatre  
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Ray Quady

RAY QUADY  
Mgr., Aqua Theatre  
Minocqua, Wisc.

such a unique compilation of individual signatures has never previously been attempted by any publication!

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E. W. KUGEL  
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GEORGE LEWIS  
City Mgr., Manor and  
Center Theatres,  
Sacramento, Calif.

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Waskom, Tex.

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Oak Grove and Lake Prov.

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Theatres,  
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WILLIAM D. TAM  
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SAUL C. MOHI  
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PALMER B. STEARNS  
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HAROLD D. FIELD  
Pres., Pioneer Theatr  
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Thos. E. McElroy

THOS. E. McELROY  
Owner, McElroy Theatr  
Shreveport, La.

Lawrence Sealey

LAWRENCE SEALEY  
Owner, Fortress D-I T  
Roundup, Mont.

Jos. A. Barcelona

JOS. A. BARCELONA  
Owner, Regina Theatre,  
Baton Rouge, La.

Wm B. Kirby

WILLIAM B. KIRBY  
Mgr., Avenue Theatre,  
Omaha, Neb.

J. D. Praggastis

J. D. PRAGGASTIS  
Owner, State Theatre,  
Oregon City, Ore.

J. A. Siepker

J. A. SIEPKER  
Pres., Ozark Theatre,  
Webster Groves, Mo.

Edw. F. Burrow

EDW. F. BURROW  
Owner, Lansdale Theatre  
Lansdale, Pa.

Iz. Segall

IZ. SEGALL  
Film Buyer, Theatre  
Management Associates  
Philadelphia, Pa.

Irving Goldstein

IRVING GOLDSTEIN  
Secty., Summit  
Operating Co.,  
Perth Amboy, N. J.

George J. Gatta

GEORGE J. GATTA  
Owner, Dushore Theatre  
and Dushore D-I Theatre,  
Dushore, Pa.

Gray Barker

GRAY BARKER  
Owner, Gray Barker  
Booking Agency,  
Clarksburg, W. Va.

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MR. AND MRS. F. S. SHINGLER  
Owners, Buena Vista Thea  
Buena Vista, Ga.

Alex. Francis-Smith

ALEX FRANCIS SMITH  
Mgr., Beacon Hill Theatre  
Boston, Mass.

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LLOYD J. WINELAND  
Wineland Theatres Ct.  
Washington, D. C.

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HAROLD L. PFAFF  
Owner, Independent  
Theatre Services  
Toronto, Ont., Can.

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Owners, Geo. M. Schwartz  
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Owner, Victoria Theatre  
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F. R. FORMAN  
Owner, Oxford Theatre  
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ROBERT T. MURPHY  
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J. P. ADLER  
Pres., Adler Theatre Co.  
Marshfield, Wisc.

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LOUIS TUNICK  
Owner, Louis Tunick Theatres Ct.  
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Charles R. Blatt

CHARLES R. BLATT  
Pres., Blatt Brothers  
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WALTER VINCENT  
Pres., The Actors'  
Fund of America  
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Robert L. Moran

ROBERT L. MORAN  
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David Hodgdon  
Tom Smiley  
Norman Lewis  
Louis Lipman  
R. J. Hallwood  
R. G. Flanary, Jr.  
Clyde A. Blasius  
R. C. Metzger  
Richard T. Lochry  
Herbert H. Bonifas  
Waldo W. Chandler  
Lyle Richmond  
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Kirkwood Theatres,  
Atlanta, Ga.

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Wakefield, Mass.

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Norman Lewis Theatres,  
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Sidney Dreier  
Emile B. Ruffo  
Jerry Bisson  
R. Simpson  
Peter Melnyk  
J. E. Santo  
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Charles Edwards  
Ted Schlanger  
Raoul Auerbach  
N. A. Taylor  
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Louis K. Ansell  
Ben Hamm  
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Toronto, Ont., Can.

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Toronto, Ont., Can.

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Theatres, Inc.  
San Francisco, Cal.

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Pres., Sterling Theatres Co.,  
Seattle, Wash.

DEAN HYSKELL  
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Theatres Ct.,  
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Supervisor, Fred Stein  
Theatres Ct.,  
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Owner, Veseth Theatres  
Malta, Mont.

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Owner, Paternostro's Theatres,  
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Columbus, N. D.

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A. R. PFAUF, III  
Pres., Town Theatre,  
Mankato, Minn.

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Owner, Kirkwood Theatre  
Kirkwood, Mo.

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JOHN N. KRIER  
Vice Pres., Intermountain  
Theatres, Inc.  
Salt Lake City, Utah

J. E. Haney

J. E. HANEY  
Owner, Tri City  
D-I Theatre  
Forest City, N. C.

Martin B. Ellis

MARTIN B. ELLIS  
A. M. Ellis Theatres Co.,  
Philadelphia, Pa.

Spyros S. Skouras

SPYROS S. SKOURAS  
Pres., Skouras Theatres Corp.,  
New York, N. Y.

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JACK H. GREENBERG  
Pres., Jack H. Greenberg  
Theatres Ct.,  
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MARC J. WOLF  
Pres., Y & W Theatres Ct.,  
Indianapolis, Ind.

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MAURICE PARKS  
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DANIEL J. LEWIS  
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WILLIAM C. HUNT  
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Samuel Goldstein

SAMUEL GOLDSTEIN  
Pres., Theatre Managers Corp.,  
Springfield, Mass.

Jos. M. Seider

JOS. M. SEIDER  
Pres., Associated  
Prudential Theatres, Inc.  
New York, N. Y.

Walter F. J. Higgins

WALTER F. J. HIGGINS  
Gen. Mgr., Associated  
Prudential Theatres, Inc.  
New York, N. Y.

Bernard Friedman

BERNARD FRIEDMAN  
Pres., Pottsville  
D-I Theatre,  
Pottsville, Pa.

HERB - JACK - JIM

HERB - JACK - JIM  
Ochs Management Co.  
Dania, Fla.

Peter Swirtz

PETER SWIRTZ  
Mgr., Dort D-I Theatre,  
Flint, Mich.

George Kerasotes

GEORGE KERASOTES  
Pres., Kerasotes Theatres  
Springfield, Ill.

Jim McLaughlin

J. P. McLAUGHLIN  
Gen. Mgr., Palace Theatre,  
Lake Placid, N. Y.

Harold S. Eskin

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Pres., Harold S. Eskin  
Amusement Ent., Inc.,  
New York, N. Y.

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BEN ROSENBERG  
Gen. Mgr., Penn  
Paramount Corp.,  
Wilkes Barre, Pa.

R.C. Steele

R. C. STEELE  
Pres., Kitimat Theatres, Lt  
Kitimat, B.C., Can.

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MAX M. KORR  
Co-owner, Max M. Korr  
Enterprises,  
Allentown, Pa.

Nathan Silver

NATHAN SILVER  
Co-owner, Max M. Korr  
Enterprises,  
Allentown, Pa.

Wm Spiegel

WILLIAM SPIEGEL  
Owner, New Lyric Theatre,  
Philadelphia, Pa.

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WALTER S. ROSE  
Booker, Jesse Jones  
Theatres Ct.,  
Portland, Ore.

Elmer Lux

ELMER LUX  
Pres., Elmart Theatres,  
Buffalo, N. Y.

Donald Schine

DONALD SCHINE  
Vice Pres.,  
Schine Circuit, Inc.,  
Gloversville, N. Y.

Mart Cole

MART COLE, SR.  
Pres., Cole Theatres, Inc.  
Rosenberg, Tex.

James W. McDonald

JAMES W. McDONALD  
Gen. Mgr., Theatre  
Owners Corp.,  
Cincinnati, Ohio

A. J. Klokkevold

A. J. KLOKKEVOLD  
Owner, Colfax Theatre  
Colfax, Cal.

Harry I. Waxmann

HARRY I. WAXMANN  
Atlantic City, N. J.

Melvin H. Koff

MELVIN H. KOFF  
Keswick Theatre,  
Glenside, Pa.

Dated this 8th day  
of May, Nineteen hundred  
and fifty-seven

This Theatre Executive Tribute was conducted by MOTION PICTURE EXHIBITOR



## TOO LATE FOR PRESSWORK . . .

In the invitation to "The Working Theatremen" of the U.S.A. and Canada, MOTION PICTURE EXHIBITOR specified that time was important, and that it would be necessary for all signatures to be in the publication offices not later than May 1st in order to be included in the SPYROS SKOURAS TRIBUTE. The following signatures arrived subsequent to that date, but before the regular letterpress portion of this issue went to press. Rather than disappoint these theatre executives, they are being published in this "postscript" form, but will be included with all others in the special leather-bound and gold stamped volume that will be presented to Mr. Skouras.

<i>Vera L. Cockrill</i>	VERAL L. COCKRILL Pres., Denham Theatre, Inc. Denver 2, Colo.	<i>Max Fogel</i>	MAX FOGEL Owner, Webster Theatre Rochester, N. Y.
<i>David K. Mahelona</i>	DAVID K. MAHELONA Pres., Hamestead Theatre Nanakuli, Hawaii	<i>Michael Naify</i>	MICHAEL NAIFY Pres., United Calif. Theatres, Inc., San Francisco, Cal.
<i>Max Cooper</i>	MAX COOPER Mgr., Cove Theatre Glen Cove, N. Y.	<i>Paul Klieman</i>	PAUL KLIEMAN Gen. Mgr., Marris Wax Theatres, Philadelphia, Pa.
<i>Henry Friedman</i>	HENRY FRIEDMAN Theatre Realtor Ardmore, Pa.	<i>Charles Rossi</i>	CHARLES ROSSI Owner, Paramount Theatre Schraan Lake, N. Y.
<i>Sam Samuels</i>	SAM SAMUELS Mgr., Biltmore Theatre Brooklyn, N. Y.	<i>John A. Rossi</i>	JOHN A. ROSSI Owner, Strand Theatre Schraan Lake, N. Y.
<i>Joseph Varbalow</i>	JOSEPH VARBALOW Vice Pres., Savar Corp. Camden, N. J.	<i>Henrietta V. Kravitz</i>	HENRIETTA V. KRAVITZ Pres., Savar Corp. Camden, N. J.
<i>Rocco W. Palese</i>	ROCCO W. PALESE Gen. Mgr., Savar Corp. Camden, N. J.	<i>Henry G. Plitt</i>	HENRY G. PLITT Pres., Paramount Gulf Theatres, New Orleans, La.
<i>F. H. Fisher</i>	F. H. FISHER Vice Pres. and Gen. Mgr. Odeon Theatres (Canada) Ltd. Toronto, Ont., Can.	<i>SABLOSKY BROS.</i>	SABLOSKY BROS. Norris Amusement Co. Narristown, Pa.
<i>Abe Garbose</i>	ABE GARBOSE Partner, York Theatre Athal, Mass.	<i>Dean D. Fitzgerald</i>	DEAN D. FITZGERALD Pres., Capital Service, Inc. Milwaukee, Wisc.
<i>Bud Davis</i>	BUD DAVIS Owner, Bud Davis D-I Theatre Panama City, Fla.	<i>Peter C. Vournakis</i>	PETER C. VOURNAKIS Owner, Liberty Theatre Watertown, N. Y.
<i>Sam Isaac</i>	SAM ISAAC Vice Pres., Cumberland Amusement Co., Inc. Cumberland, Ky.	<i>S. H. Barrett</i>	S. H. BARRETT Owner, Schulte Theatre Detroit, Mich.
<i>Marco Wolff</i>	MARCO WOLFF Owner, Fanchon & Marco Paramount Theatres Ct. Los Angeles, Cal.	<i>C. J. Huss</i>	C. J. HUSS Owner, Lyric Theatre Faulkton, S. D.
<i>Morris Oppenheimer</i>	MORRIS OPPENHEIMER Capitol Theatre Shenandoah, Pa.	<i>Roger Darnetal</i>	ROGER DARNETAL Pres. Directeur General, Cinema Le Paris Paris, France
<i>Stewart Marshall</i>	STEWART MARSHALL Owner, Bainbridge Theatre Bronx, New York City, N. Y.	<i>Russell V. Downing</i>	RUSSELL V. DOWNING Pres., Radio City Music Hall New York, N. Y.

## COMING FROM FOX

Current 20th-Fox releases are the Regalscope combination, "Krones" and "She Devil"; "Boy On A Dolphin," and "Break In The Circle."

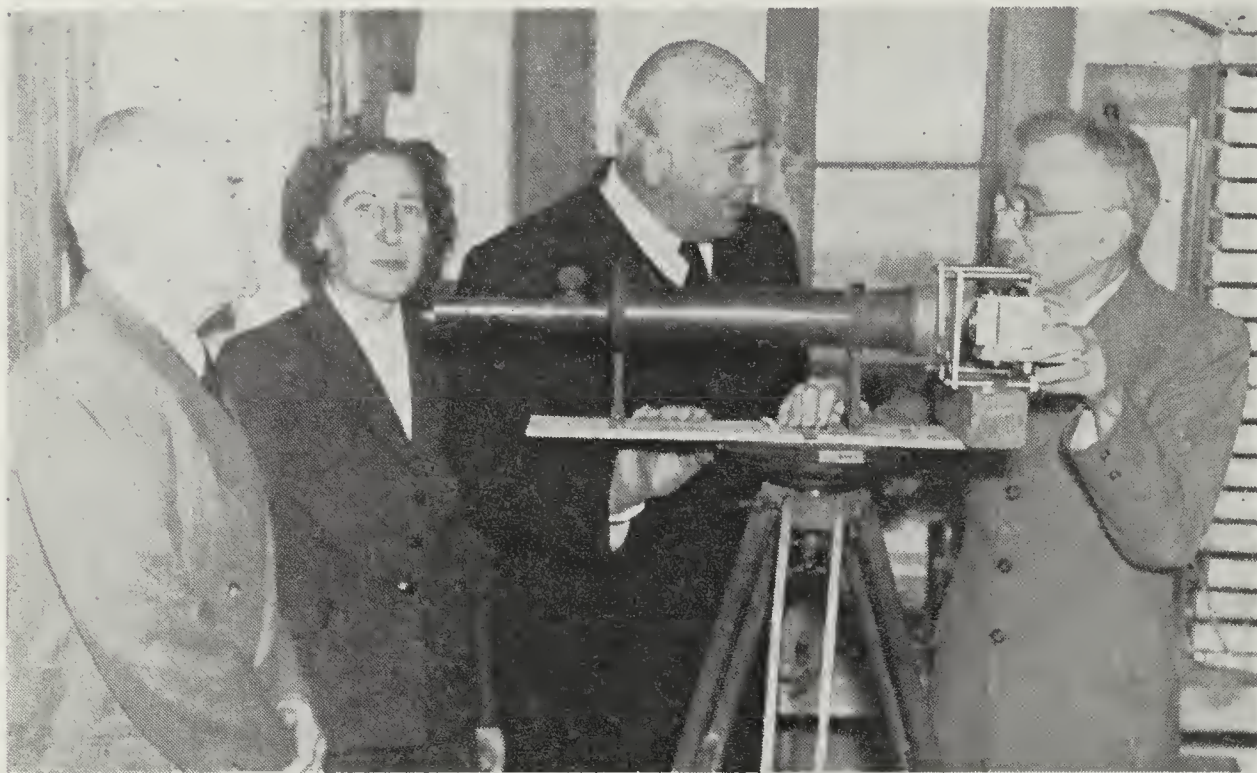
For May, "China Gate," with Nat "King" Cole, Gene Barry, and Angie Dickinson; "Desk Set," with Spencer Tracy and Katharine Hepburn; "Way To The Gold," with Sheree North, Jeffrey Hunter, Barry Sullivan, and Walter Brennan; Regalscope's "Badland Of Montana," with Rex Reason, Margia Dean, and Keith Larson, and "The Restless Breed," with Scott Brady, Jim Davis, and Anne Bancroft.

For June, "Wayward Bus," with Dan Dailey, Joan Collins, and Jayne Mansfield; "Island In The Sun," with James Mason, Joan

Fontaine, Joan Collins, Dorothy Dandridge, and Harry Belafonte; Regalscope's "Lure Of The Swamp," with Willard Parker, Marshall Thompson, and Joan Vohs, and "Two Grooms For A Bride," with Virginia Bruce and John Carroll.

For July, "Bernardine," with Pat Boone and Terry Moore; "A Hatful Of Rain," with Eva Marie Saint and Don Murray; and "An Affair To Remember," with Deborah Kerr and Cary Grant.

For August, "Sea Wife," with Richard Burton and Joan Collins; and "Will Success Spoil Rock Hunter?" with Jayne Mansfield, Clifton Webb, and Tony Randall, and a Regalscope Horror Combination, "Unknown Terror" and "Back From The Dead."



Don't Stand Still,  
Skouras Says,  
And He Couldn't  
If He Tried

An historic moment in motion picture history as Spyros P. Skouras, 20th-Fox president, center, and Earl Sponable, 20th-Fox research director, left, examine CinemaScope, the invention of the late French Professor Henri Chretien, right.

## Fifteen Years Of Leadership

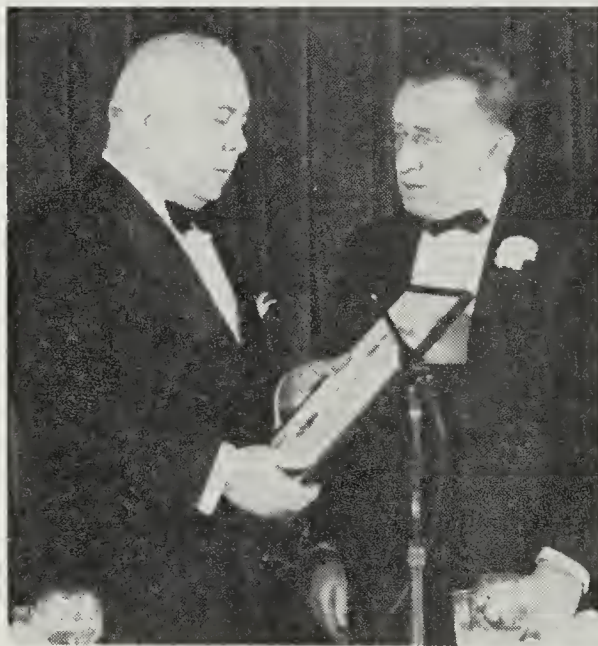
SPYROS P. SKOURAS, once an immigrant Greek boy and now one of the most dynamic figures in the entertainment world, has headed 20th-Fox for the past 15 years. No greater compliment can be paid him than noting that in this anniversary year he is being hailed not only by his own company and the exhibitors of the nation, but also by his competition. In an industry as competitive as the motion picture business, this is recognition indeed.

Exhibitors remember the breathless bow of "The Robe" at the Roxy, New York, ushering in the exciting era of CinemaScope and revitalizing public interest in motion pictures. Skouras gambled his company's entire resources on the premise that the film medium could not stand still. His gamble paid off handsomely for both production and exhibition.

Theatremen regard Spyros Skouras with a kind of special affection. In all his dealings with exhibitor customers, Skouras has proven himself a man of his word. In this industry, racked at times by that most unhappy plague, distrust, this in itself sets him apart from many other men.

His feeling for exhibition is no accident. All the Skourases have their industry roots in theatre operation. Spyros came to the top spot in 20th-Fox after his administrative ability and seemingly boundless energies had been proven in his successful handling of the old Fox chain.

This is Spyros Skouras, the industry leader, 64 years old but tiring many a younger man trying to match his pace. Born in a small Greek village, Skouro-



horion, and self-educated, he has built over the years a reputation for ability and integrity, virtues not always found together.

The Skouras work day usually stretches into the night, but 20th-Fox's president does not let his packed schedule keep him from being one of the nation's most tireless workers for humanitarian causes. March of Dimes, Red Cross, War Relief, and a host of Catholic, Protestant, and Jewish charity drives have been led by Skouras.

What of the future? Let Spyros say it himself: "We have not time to stand still, we will spare neither money nor effort and we welcome any top-flight craftsmen who can help us give motion picture audiences consistently fine entertainment."



Skouras, as head of his company, receives an Award of Merit during National Bible Week for "The Robe," first production in CinemaScope.

Skouras, as humanitarian, receives a citation from Basil O'Connor at a testimonial dinner tendered him by the March of Dimes.

Skouras, as film industry leader, confers with Charles C. Moskowitz, Loews', Inc., vice-president and treasurer, before a dinner.

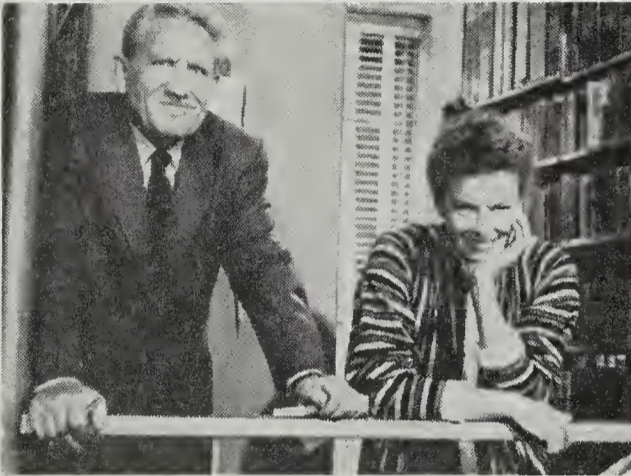


# Fox's Big 55

**T**HE best testimony to the vision and leadership of 20th-Fox's Spyros Skouras is the company's schedule of 55 quality films to be released in the next 12 months. This bold effort in the face of a production shortage in recent months that has threatened to throttle exhibitors everywhere is the best way Skouras and the able staff at 20th-Fox can express their faith in the future of production and exhibition.

Included in this largest schedule in 17 years are 12 blockbusters, in Cinema-Scope, naturally, to be released at the rate of one a month; 18 major Cinema-Scope features; 25 "showmanship" features produced by Regal Films for 20th-Fox release under the company's "open door" policy.

Promotion plans for this lineup, which will include practically all of Hollywood's topflight acting, producing, and directorial talent, are underway, under the direction of Charles Einfeld. Rest assured that the public will be aware of what's coming from the Fox studios.



ABOVE: Jayne Mansfield in "Will Success Spoil Rock Hunter?"; Pat Boone in "Bernadine"; Spencer Tracy and Katharine Hepburn in "The Desk Set"; Cary Grant and Deborah Kerr in "An Affair To Remember."

LEFT: Errol Flynn and Ava Gardner in Darryl F. Zanuck's "The Sun Also Rises."

RIGHT: Joan Collins and Rick Jason in "The Wayward Bus"; Eva Marie Saint, Anthony Franciosa, and Lloyd Nolan in "Hatful Of Rain"; John Justin and Dorothy Dandridge in "Island In The Sun."

BELOW: Angie Dickinson and Gene Barry in "China Gate"; Richard Burton and Joan Collins in "Seawife."



## Allied's EDC Studies Complaints On JD's Treatment Of Exhibitors

WASHINGTON—Allied States Association spring board meeting in Detroit this week, according to advice mailed to directors and alternates from national headquarters here, was to be preceded by a meeting of the Emergency Defense Committee at which all industry developments since the Cincinnati meeting in February were to be reviewed.

It was reported that mounting dissatisfaction with the Anti-Trust Division of the Department of Justice might prompt the watching group to recommend that action designed to persuade the Department to take a more favorable attitude toward exhibition.

As recently reorganized by president Julius M. Gordon, the EDC now consists of Irving Dollinger, as chairman, and Horace Adams, Abe Berenson, Jack Kirsch, Ben Marcus, Ruben Shor, Alden Smith, Wilbur Snaper, and Nathan Yamins. Counsel is Allied board chairman Abram F. Myers.

Topics announced for consideration by the directors included complaints from members with reference to delayed availabilities and the examination of same with reference to certain distribution practices and specific releases. The subject of arbitration also was slated for thorough discussion.

## NT Earnings Increase Over Previous Year

LOS ANGELES—National Theatres, Inc., registered approximately a 50 per cent increase in earnings from operations for the 26 weeks ended March 26, compared with the like period a year ago, Elmer C. Rhoden, president, announced last week in a report to stockholders of the company.

Net income from operations amounted to \$1,088,000, or 40 cents a share on the 2,699,486 shares of common stock outstanding. This compares with \$722,000, or 27 cents a share for the previous year.

Consolidated net income, including profits from the sale of unproductive theatre properties and other capital assets, amounted to \$1,187,766, or 44 cents a share, for the six months ended March 26 last. Earnings for the corresponding period last year were \$923,806, or 34 cents a share.

Theatre gross income for the 26 weeks was \$28,629,354, compared with \$27,399,447 for the corresponding period last year.

Commenting on first half results, Rhoden said, "Administrative expenses were reduced and most theatre expense items were held in line, but there was a substantial increase in program costs, particularly film rentals. The increase in film rentals is largely attributable to the continuing shortage of films which has created a seller's market," he explained in the report.

Rhoden said the company has formed a new subsidiary, National Film Investments, Inc., to provide financial assistance to qualified producers in the independent production field as a means of helping to alleviate the shortage of motion pictures.

Location shots for the first film in the Cinemiracle process are now being filmed in the Caribbean area, Rhoden said. He added that the picture will be completed late this year.

## Standardization Theme For SMPTE Meeting

WASHINGTON—"Standardization" was the theme of the 81st convention of the Society of Motion Picture and Television Engineers held last week at the Shoreham Hotel.

Glenn Dimmock, chairman of the Society's standards committee, reported that in the past year the SMPTE's 14 engineering committees have initiated 49 separate actions leading toward standardization.

Barton Krouzer, Society president, pointed to the growth of drive-ins, advances in telefilm production, and developments in closed circuit television and cable theatres, and said they were "signposts" for the future. He indicated that future Society conventions will probably give attention to the "cable video theatre."

Jack Woolley, special assistant for public affairs to the Secretary of the Navy, spoke of the importance of educational films for the Navy.

Other speakers were J. W. McNair, American Standards Association; Dr. E. K. Carver, Eastman Kodak Company; and Boyce Nemeck, management consultant.

*We are happy to join with the  
Motion Picture Industry in Saluting*

**SPYROS P. SKOURAS**

*on his 15th Anniversary as President  
of 20th CENTURY-FOX FILM CORP.*

# Redbook

**The Magazine for YOUNG ADULTS**

1957

THE YEAR  
OF THE

BLOCK-  
BUSTERS

FROM 20th!

*Never in our entire history  
so many of the  
best pictures...  
the best stars...  
the best  
producers...  
the best  
directors...  
the best  
properties!*



Academy Award Best Actor and Actress Together!

INGRID BERGMAN  YUL BRYNNER · HELEN HAYES

# ANASTASIA

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by BUDDY ADLER  
Directed by ANATOLE LITVAK  
Screenplay by ARTHUR LAURENTS  
From the play by Guy Bolton and  
Marcelle Maurette



THE MOST  
OF THE BEST  
STARS!

*The most enchanting love story two people ever lived!*

CARY GRANT · DEBORAH KERR

LEO McCAREY'S

# AN AFFAIR TO REMEMBER

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by JERRY WALD  
Directed by LEO McCAREY  
Screenplay by DELMER DAVES  
and LEO McCAREY



Original story by Leo McCarey and Mildred Cram

JERRY WALD PRODUCTIONS INC.  
RELEASED THROUGH 20th CENTURY-FOX



1957  
THE YEAR  
OF THE  
**BLOCK-  
BUSTERS**  
FROM 20th!

*Theatres are rocking! This one is rolling!*

TOM EWELL · JAYNE MANSFIELD · EDMOND O'BRIEN

# THE GIRL CAN'T HELP IT

COLOR by DE LUXE  
**CINEMASCOPE**

Produced and Directed by FRANK TASHLIN  
Screenplay by Frank Tashlin and Herbert Baker



*Stripped of all legend, fiction, lies!*

ROBERT WAGNER · JEFFREY HUNTER · HOPE LANGE

# THE TRUE STORY OF JESSE JAMES

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by HERBERT B. SWOPE, Jr.  
Directed by NICHOLAS RAY  
Screenplay by WALTER NEWMAN  
Based on a Screenplay by  
NUNNALLY JOHNSON



Great star reunion in Broadway's comedy smash!

SPENCER **TRACY** • KATHARINE **HEPBURN**

also starring **GIG YOUNG** and **JOAN BLONDELL**

# DESK SET

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by HENRY EPHRON  
Directed by WALTER LANG  
Screenplay by PHOEBE & HENRY EPHRON

Based on the Play produced by  
Robert Fryer and Lawrence Carr and written by William Marchant



In the tradition of motion picture masterpieces!

DEBORAH ROBERT  
**KERR • MITCHUM**

# HEAVEN KNOWS, MR. ALLISON

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by  
BUDDY ADLER • EUGENE FRENKE  
Directed by JOHN HUSTON  
Screenplay by  
JOHN HUSTON and JOHN LEE MAHIN  
From the novel by Charles Shaw



From the hit-maker... Samuel Fuller!

GENE ANGIO NAT "KING"

# BARRY • DICKINSON • COLE

SAMUEL FULLER'S

# CHINA GATE

**CINEMASCOPE**

Written, Produced and Directed  
by SAMUEL FULLER

A Globe Enterprises Production released by 20th Century-Fox



THE MOST  
OF THE BEST  
DIRECTORS!

His first picture since winning Academy Award!

RAY ANTHONY DEBRA  
**MILLAND • QUINN • PAGET**

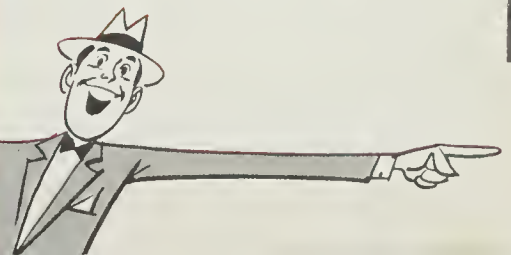
# THE RIVER'S EDGE

BENEDICT BOGEAUS PRODUCTION

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by BENEDICT BOGEAUS  
Directed by ALLAN DWAN

Screenplay by HAROLD JACOB SMITH and JAMES LEIGESTER



THE MOST  
OF THE BEST  
PRODUCERS!

20th's MAGNIFICENT  
EASTER ATTRACTION!

ALAN CLIFTON SOPHIA  
LADD · WEBB · LOREN

# BOY ON A DOLPHIN

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by SAMUEL G. ENGEL  
Directed by JEAN NEGULESCO  
Screenplay by  
IVAN MOFFAT and DWIGHT TAYLOR  
From the novel by David Divine



*John Steinbeck's greatest story!*

JOAN JAYNE DAN  
COLLINS · MANSFIELD · DAILEY

# THE WAYWARD BUS

**CINEMASCOPE**

Produced by CHARLES BRACKETT  
Directed by VICTOR VICAS  
Screenplay by IVAN MOFFAT  
Based on the novel by John Steinbeck



THE MOST  
OF THE BEST  
PROPERTIES!

*What happened out there in the Indian Ocean...  
Why do they call her Sea Wife?*

JOAN RICHARD BASIL  
COLLINS · BURTON · SYDNEY



# SEA WIFE

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by ANDRE HAKIM  
Directed by BOB McNAUGHT  
From the Novel by J. M. Scott • Released by 20th Century-Fox

*The new recording sensation in Broadway's comedy hit!*

PAT TERRY JANET DEAN  
BOONE · MOORE · GAYNOR · JAGGER

# BERNARDINE

COLOR by DE LUXE  
**CINEMASCOPE**



Produced by SAMUEL G. ENGEL • Directed by HENRY LEVIN • Screenplay by THEODORE REEVES  
Based on a Playwritten by Mary Chase and Produced by Irving L. Jacobs and Guthrie McClintic





Broadway's wonder comedy by  
the author of "The Seven Year Itch"!

JAYNE MANSFIELD • TONY RANDALL  
BETSY DRAKE • JOAN BLONDELL

WILL SUCCESS  
SPOIL  
ROCK HUNTER?



COLOR by DE LUXE  
CINEMASCOPE

Produced, Directed and Written for the Screen by FRANK TASHLIN  
From the play by George Axelrod

SPENCER TRACY

John O'Hara's  
unforgettable story!

TEN NORTH  
FREDERICK



COLOR by DE LUXE  
CINEMASCOPE

Produced by CHARLES BRACKETT  
Directed and Written for the Screen by PHILIP DUNNE  
From the novel by John O'Hara



The number one best-seller in America today!  
To be produced with a glittering cast of stars!



PEYTON  
PLACE

COLOR by DE LUXE  
CINEMASCOPE

Produced by JERRY WALD • Directed by MARK ROBSON  
Screenplay by JOHN MICHAEL HAYES • From the novel by Grace Metalious  
JERRY WALD PRODUCTIONS INC. RELEASED THROUGH 20th CENTURY-FOX

THE DOUBLE SENSATION  
SHOW OF THE CENTURY!

KRONOS

A REGALSCOPE PICTURE



JEFF MORROW • BARBARA LAWRENCE • JOHN EMERY

Produced and Directed by KURT NEUMAN  
Screenplay by LAWRENCE LOUIS GOLDMAN

A REGAL FILMS INC. PRODUCTION • RELEASED BY 20th CENTURY-FOX

The romantic wonder world of sailors on leave!

CARY GRANT • JAYNE MANSFIELD • DAN DAILEY  
KISS THEM FOR ME

COLOR by DE LUXE  
CINEMASCOPE



Produced by JERRY WALD  
Directed by STANLEY DONEN  
Screenplay by JULES EPSTEIN  
From the novel by Frederick Wakeman and the play by Luther Davis  
JERRY WALD PRODUCTIONS INC. RELEASED THROUGH 20th CENTURY-FOX



SHE DEVIL

A REGALSCOPE PICTURE

MARI BLANCHARD • JACK KELLY • ALBERT DEKKER

Produced and Directed by KURT NEUMAN  
Screenplay by CARROLL YOUNG  
and KURT NEUMAN

A REGAL FILMS INC. PRODUCTION • RELEASED BY 20th CENTURY-FOX

DARRYL F. ZANUCK'S  
**ISLAND IN THE SUN**

starring  
**JAMES MASON · JOAN FONTAINE · DOROTHY DANDRIDGE · JOAN COLLINS**



**MICHAEL RENNIE and HARRY BELAFONTE**  
as Boyeur

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by DARRYL F. ZANUCK  
Directed by ROBERT ROSSEN  
Screenplay by ALFRED HAYES

From the novel by Alec Waugh · DARRYL F. ZANUCK PRODUCTIONS INC. RELEASED THROUGH 20th CENTURY-FOX

The first big comedy success of 1957!  
**DAN GINGER DAVID DAILEY · ROGERS · NIVEN**

**BARBARA TONY RUSH · RANDALL**



**OH, MEN!  
OH, WOMEN!**

COLOR by DE LUXE  
**CINEMASCOPE**

Produced and Directed by NUNNALLY JOHNSON

Darryl F. Zanuck dares to bring to the screen  
Ernest Hemingway's most powerful story!  
**AVA TYRONE MEL GARDNER · POWER · FERRER**

**ERROL EDDIE FLYNN · ALBERT**



DARRYL F. ZANUCK'S  
**THE SUN ALSO RISES**

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by DARRYL F. ZANUCK  
Directed by HENRY KING  
Screenplay by PETER VIETTEL  
From the novel by Ernest Hemingway

DARRYL F. ZANUCK PRODUCTIONS INC. RELEASED THROUGH 20th CENTURY-FOX

The most amazing true story ever filmed!

**JOANNE DAVID LEE J. WOODWARD · WAYNE · COBB**



**THE THREE FACES OF EVE**

**CINEMASCOPE**

Written, Produced and Directed for the Screen by NUNNALLY JOHNSON

William Faulkner's most daring shock-story  
is on the screen at last!

**THE SOUND AND THE FURY**



COLOR by DE LUXE  
**CINEMASCOPE**

Produced by JERRY WALD  
Screenplay by IRVING RAVETCH and HARRIET FRANK, Jr  
JERRY WALD PRODUCTIONS INC. RELEASED THROUGH 20th CENTURY-FOX

**1957**  
THE YEAR OF THE  
**BLOCK-BUSTERS**  
FROM 20th!

The outspoken Broadway dramatic sensation!

**A HATFUL OF RAIN**  
starring  
**EVA MARIE DON ANTHONY LLOYD SAINT · MURRAY · FRANCIOSA · NOLAN**

**CINEMASCOPE**

Produced by BUDDY ADLER · Directed by FRED ZINNEBANN  
Screenplay by MICHAEL VINCENTE GAZZO and ALFRED HAYES  
Based on a Play by Michael Vincente Gazzo



Flaming adventure of the world today!

**JEFFREY SHEREE BARRY WALTER HUNTER · NORTH · SULLIVAN · BRENNAN**  
**THE WAY TO THE GOLD**

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by DAVID WEISBART  
Directed by ROBERT D. WEBB  
Screenplay by WENDELL MAYES  
Based on a Novel by Wilbur Daniel Steele



Eight stars in a story of sudden violence  
which reveals today's American social fabric!

**DOWN PAYMENT**

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by JERRY WALD  
Directed by MARTIN RITT  
Screenplay by PHILIP YDRDAN  
From the novel by John McPartland



JERRY WALD PRODUCTIONS INC. RELEASED THROUGH 20th CENTURY-FOX

The dramatic thunderbolt everywhere it plays!

**RAY ERNEST MILLAND · BORGNINE**  
**THREE BRAVE MEN**

**CINEMASCOPE**

Produced by HERBERT B. SWOPE, Jr.  
Written and Directed for the Screen  
by PHILIP DUNNE



Great star reunion in Broadway's comedy smash!

SPENCER **TRACY** • KATHARINE **HEPBURN**

also starring GIG YOUNG and JOAN BLONDELL

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In the tradition of motion picture masterpieces!

DEBORAH ROBERT  
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20th's MAGNIFICENT  
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ALAN CLIFTON SOPHIA  
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From the novel by David Divine



John Steinbeck's greatest story!

JOAN JAYNE DAN  
**COLLINS • MANSFIELD • DAILEY**

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From the hit-maker... Samuel Fuller!

GENE ANGIE NAT "KING"  
**BARRY • DICKINSON • COLE**

SAMUEL FULLER'S  
**CHINA GATE**  
**CINEMASCOPE**

Written, Produced and Directed  
by SAMUEL FULLER

A Globe Enterprises Production released by 20th Century-Fox



THE MOST  
OF THE BEST  
PROPERTIES!

What happened out there in the Indian Ocean...  
Why do they call her Sea Wife?

JOAN RICHARD BASIL  
**COLLINS • BURTON • SYDNEY**

**SEA WIFE**  
COLOR by DE LUXE  
**CINEMASCOPE**

Produced by ANDRE HAKIM  
Directed by BOB McNAUGHT  
From the Novel by J. M. Scott • Released by 20th Century-Fox



His first picture since winning Academy Award!

RAY ANTHONY DEBRA  
**MILLAND • QUINN • PAGET**

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THE MOST  
OF THE BEST  
DIRECTORS!

THE MOST  
OF THE BEST  
PRODUCERS!

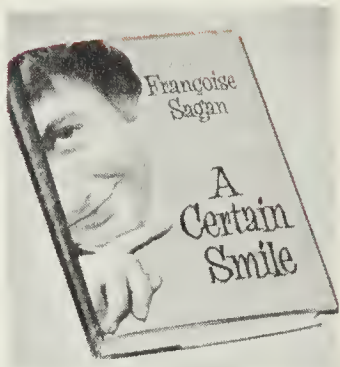


The current best-seller with an important cast!

# A CERTAIN SMILE

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by HENRY EPHRON  
Directed by JEAN NEGULESCO  
Screenplay by ALBERT HACKETT  
and FRANCES GOODRICH  
From the novel by Françoise Sagan

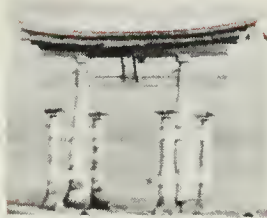


John P. Marquand's best-seller!

# STOPOVER JAPAN

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by WALTER REISCH • RICHARD BREEN  
Directed by WALTER REISCH • RICHARD BREEN  
Screenplay by WALTER REISCH and RICHARD BREEN



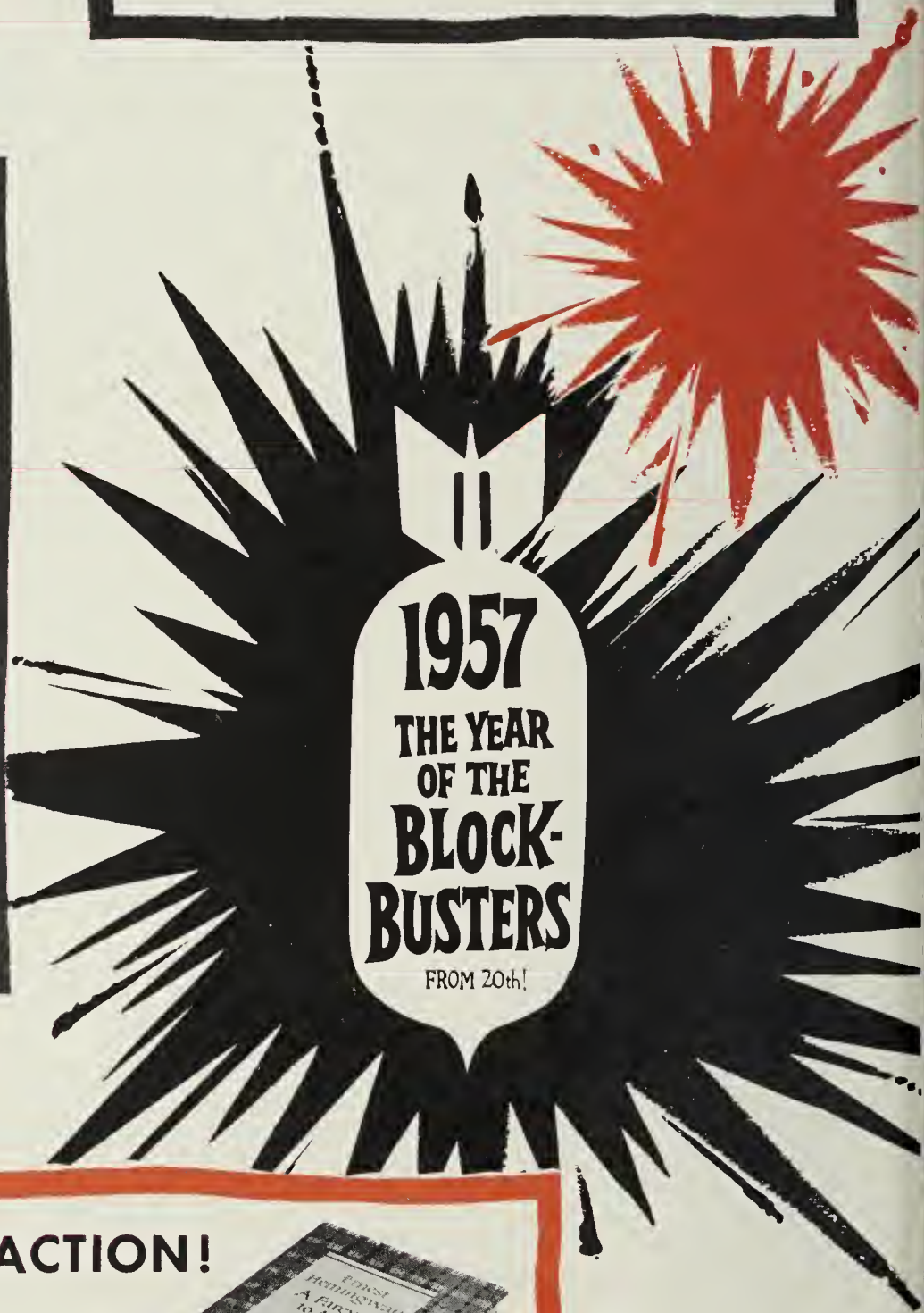
Young stars in a wonderful musical romance!

PAT SHIRLEY  
**BOONE • JONES**

# HOME IN INDIANA

(TENTATIVE TITLE)

COLOR by DE LUXE  
**CINEMASCOPE**



20th's GREATEST CHRISTMAS ATTRACTION!

Ernest Hemingway's classic wartime romance!

ROCK JENNIFER VITTORIO  
**HUDSON • JONES • DE SICA**

DAVID O. SELZNICK'S

# A FAREWELL TO ARMS

COLOR by DE LUXE  
**CINEMASCOPE**

Produced by DAVID O. SELZNICK • Directed by CHARLES VIDOR  
Screenplay by BEN HECHT • From the novel by Ernest Hemingway  
DAVID O. SELZNICK PRODUCTIONS INC. RELEASED THROUGH 20th CENTURY-FOX



# FCC Power To Approve Toll-TV Questioned

## Further Delays Forecast; Majority Of Commission Appears To Favor Trial Of Pay-As-You-See Medium

WASHINGTON—It was indicated last fortnight that due to questions raised by House Commerce Committee Chairman Harris, D., Arkansas, there will be further delay by the Federal Communications Commission in deciding on toll television proposals.

Harris, whose committee has jurisdiction over the Communications Act, questioned the Commission's power to approve toll-TV and about the desirability of such action, if it has the power.

Chairman McConaughy has said he would welcome advice from Congress on what the FCC should do. The majority of the Commission is said to be disposed to authorize a test. A meeting with Harris in the near future may clarify the situation and establish the Commission's legal power.

## Committee Against PAYS-TV Not Concerned With Cable Theatre

FRANKLIN, IND.—Trueman T. Rembusch, co-chairman, Committee Against PAYS-TV, stated last week that the committee has never concerned itself with the merits of the cable theatre or telemovie system of toll-TV. Its opposition has always been to the use of the free air waves as a pay-as-you-see transmission medium.

Rembusch added, "If an individual is interested to the extent of investing substantial monies to install a cable theatre in his community, it is of no concern to this committee."

## Arbitrators Named

NEW YORK—Representing the film companies at the coming arbitration parley will be A. Montague, George Weltner, Charles M. Reagan, and Adolph Schimel, counsel. The MPAA will be represented by Eric Johnston, president, and Ralph D. Hetzel, Jr., vice-president.

The TOA arbitration committee comprises Ernest G. Stellings, president, Mitchell Wolson, S. H. Fabian, Samuel Pinanski, and Herman M. Levy, counsel. The National Allied arbitration delegation consists of president Julius M. Gordon, Ruben Shor, Abe Berenson, Nathan Yamins, Edward W. Lider, and Abram F. Myers, counsel. The Independent Theatre Owners Association of New York will be represented by Max A. Cohen, board chairman and alternate for president Harry Brandt, unable to attend since he is abroad.

The Metropolitan Motion Picture Theatres Association has named its president, Solomon Strausberg, and two past presidents, Leo Brecher and Emanuel Frisch, as "observers." The Southern California Theatre Owners Association is also expected to be represented at the conference, which is set to open May 13, in the MPAA board room. It has been predicted that the parley will take two to three days.

## AFL-CIO President Opposes Toll Television

WASHINGTON—George Meany, AFL-CIO president, last week urged in telegrams to individual Federal Communications Commission members that the FCC reject subscription television.

Meany advised that the labor unions' convention had adopted a resolution against toll-TV. "We believe," the wires stated, "that the granting of licenses for this purpose would be greatly against the public interest and would greatly curtail the use of the valuable medium of television."

## Trans-Lux Quarter Ahead Of Last Year

NEW YORK—Percival E. Furber, president, Trans-Lux Corporation, reported last fortnight at the company's annual meeting that "first quarter 1957 results were forging ahead of last year."

He stated that Trans-Lux Movie Ticker Corporation, a subsidiary, has installed 60 more projection machines on rental to brokerage houses since Dec. 31, 1956, and the business is growing.

Furber said, "Trans-Lux Theatres Corporation is going well with the first runs ahead of last year." Trans-Lux Television Corporation, he reported, was "slightly in the red; but still in its infancy."

Richard Brandt, president, Trans-Lux Distributing Corporation, stated it now has 11 features, with television rights attached. None will be released to TV this year, he said, declaring that the TV potential will increase over the next few years.

The stockholders elected the following directors: Chester Bland, Harry Brandt, Jay Emanuel, Furber, Aquilla Giles, Edison Rice, Jacob Starr, Ralph Weiner, and Milton C. Weisman. No substitute was named for an 11th nominee Robert Daine, who died on April 8. The director's fee for attending meetings was increased from \$20 a meeting to \$100 each, with nine to 10 meetings annually planned.

## Levin Joins AB-PT

NEW YORK—Paul P. Levin last fortnight was named assistant in the real estate department to Sidney M. Markley, vice-president, AB-PT. For the past 10 years, Levin was with Walter and Samuel, Inc., real estate brokers. He will handle special assignments for AB-PT.

## Golden Sent To Cannes

WASHINGTON—Nathan D. Golden, chief, Motion Picture Division of the Department of Commerce, was delegated last fortnight to represent the U. S. Government at the 10th International Film Festival at Cannes, France, May 2-17.

## U-I Ends Feldman Drive

NEW YORK—U-I's 18-week "Seventh Annual Charles J. Feldman Sales Drive" wound up last week.

At the end of the 17th week, the New York branch was in first place, followed by Oklahoma City, Boston, Jacksonville, and Philadelphia, in that order.

P. T. Dana's eastern division led that category with Henry H. Martin's southern division second.

P. F. Rosian's was top district, followed by James F. Frew's and Lester Zucker's districts.



*We are happy*

*to join*

*the Big Parade —*

*with a special salute*

*to Spyros Skouras*

*and his*

**BIG SHOW**



**FOR THE LADIES!** *Go Often!*

# JUNE MOVIE TIME JUBILEE

## TREASURE HUNT

FREE MOVIE TICKETS FOR LADY SHOPPERS IN STORES ADVERTISING BELOW ON

THE LADIES' FREE TICKETS, FOR ANY PURCHASE ON TREASURE HUNT DAY, MAY BE FOR ANY OF THESE

**JUNE MOVIE TIME HITS!**

PLAYING AT THE

**THE RULES:**

They are simple! On TREASURE HUNT DAY, all lady shoppers in the stores advertised on this page, will receive JUNE JUBILEE MOVIE tickets with a code number. On the following day, the stores and the theatre will display a list of the theatre's JUNE JUBILEE attractions, with the code number opposite each title. The movie with the corresponding code number is the one each lady will be ADMITTED FREE to see.

A Movie Theatre Promotion —

# BIG AS TEXAS

EVERY SURVEY conducted by the forces of exhibition or production concerning the composition of today's motion picture audiences makes one point unmistakably clear. The chief difference between theatre attendance today and that of the boom years a decade or more ago is the current lack of regular female patrons.

No one will deny the statement that if you can get the lady interested enough in a show to attend a theatre, chances are that some gentleman will accompany her. Sell the girls and a good part of the "lost" audience will return.

Frontier Theatres, Inc., has decided, therefore, to concentrate their promotional fire during this year's June Jubilee on enticing the distaff half of the population back to the movies. What is the June Jubilee? The circuit calls it the most successful promotion it has ever undertaken, timed to break with the closings of schools and the start of summer.

In 1956, many theatres interested in the promotion through trade paper coverage took up the offer of Frontier Theatres to share its exploitation ammunition and found that this Jubilee, born in Texas, could thrive just as well in other parts of the nation. This year, Frontier showmen repeat their generous offer, and any exhibitor anywhere wishing to put on his own June Movietime Jubilee using the campaign material seen on these pages is welcome to do so. A June Jubilee makes a lot of sense, but any real showman will see that this well thought out promotional material is applicable anytime.

How to get the ladies back into theatres. One of the most effective parts of the campaign are the delightful cartoons.

Newspaper pages made up with the cooperation of local merchants are also an important part of the Jubilee. They include the "Ladies Treasure Hunt," "Take HER Out To Dine, Then To A Movie," a natural for tie-ins with restaurants, and the appeal to the man in the family, "Have You Taken HER To A Movie Lately?"

Frontier Theatres will supply to any interested exhibitor a complete set of mats—three newspaper size pages and over 100 columns of headers, slugs, cartoons, etc., for \$7.00 which barely covers the cost of pulling the mats from engravings, packaging, handling, and postage to any place in the U. S. and Canada. The cost of the artwork, production, and engravings is being absorbed by Frontier Theatres. The address for the above material is Frontier Theatres, Inc., Tower Petroleum Building, Dallas 1.

The Evans Printing Company, 2308 Live Oak, Dallas, has produced accessories for the Jubilee campaign—DA-GLO twirlers, 40 inch streamers, and bumper strips, excellent for display purposes. This material is likewise available to all who want it—twirlers and streamers at 36 cents each, and bumper strips at 11 cents each. All inquiries for accessories should be directed direct to Evans.

A trailer is available from Fidmack with trailerettes on the end of each theatre's outstanding June attractions. The cost is \$4.50 plus 75 cents for each trailerette.

The June Jubilee has already put all time high grosses in Frontier's record book. Theatres everywhere would do well to join in this showmanship bonanza from the Lone Star State.

This is the header for a full page co-op. All stores cooperating are provided with "Jubilee" tickets for ladies only which are given shoppers on Treasure Hunt Day. Each ticket identifies the attraction it is good for only by a code number. The next day the theatre's June attractions are posted in the theatre lobby and the store windows with a code number opposite each title. The ladies' free tickets are good only for pictures carrying the corresponding code number.



But I don't want a mink coat, Daddy-O, I want you to take me to see a June Jubilee Movie at the (name) theatre.



Have fun with Lola, hubby dear, I'm going to see a June Jubilee Movie at the (name) theatre.



Make her dreams come true; take her to dinner and a June Jubilee Movie at the (name) theatre.

Another **JUNE** JUBILEE HIT!



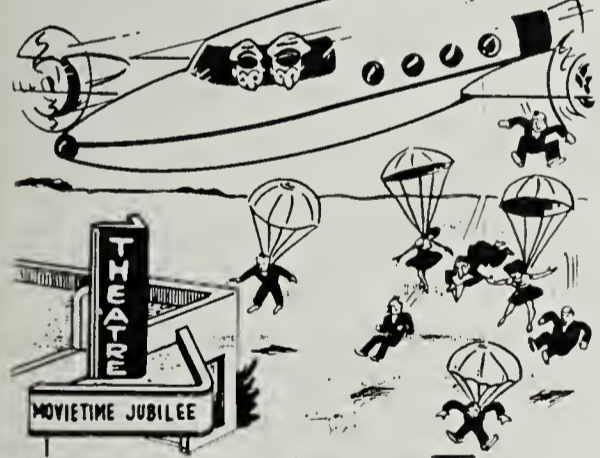
No time to land him now. I've gotta get home and take the missus to see a June Jubilee Movie at the (name) theatre.



Lucky girl! Her husband is taking her to see a June Jubilee Movie at the (name) theatre.



Break the chains that bind her! Take her out to dinner and to see a June Jubilee Movie at the (name) theatre.



We'll have to carry more parachutes. Everybody's dropping in to see June Jubilee Movies at the (name) theatre.



No time to rescue you now. I've got to hurry home and take my missus to see a June Jubilee Movie at the (name) theatre.

Take HER out to DINE Then to a MOVIE!



JUNE Movietime JUBILEE



Hey KIDS! COLOR THIS PAGE! WIN PRIZES!

This co-op page is designed to appeal to restaurants, beauty parlors, ladies' shops, etc., with a combined pitch to take the missus out to dinner and to a June Jubilee Movie. The top type copy can, of course, be altered to fit other copy. The center space is for the theatre's ad on one or a number of pictures playing in June. The space at the bottom details a coloring contest for kids. The winning entries are displayed in store windows.

Below are three attention getters designed to stimulate interest on the part of both men and women. Men are hit with the slogan, "Have You Taken HER To The Movies Lately?" If the answer is no, chances are the little lady will let him know. The copy also stresses movie entertainment as "the best for the least."

Be Happy! MOVIE ENTERTAINMENT — The BEST for the LEAST! Go Often!

JUNE Movietime JUBILEE

Be Happy! Go Often! JUNE MOVIES The Best for the Least!

MOVIE-TIME JUBILEE

HAVE YOU TAKEN "HER" TO A MOVIE LATELY?

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9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30		

Before! HAVE YOU TAKEN "HER" TO THE MOVIES LATELY? After!

Be Happy! Go Often! Enjoy our

JUNE Movietime JUBILEE

in ENTERTAINMENT — The BEST for the LEAST!

# 20th-Fox Golden Jubilee Honors Wobber's 50 Years With Industry

NEW YORK—Exhibitors in 11 west coast and Rocky Mountain states, the Hawaiian Islands, and Alaska will join the personnel of 20th-Fox's six western branches on May 28 in the inauguration of a "Herman Wobber Golden Jubilee," celebrating the western division manager's 50 years of service and devotion to the motion picture industry.



WOBBER

Joint sponsorship of the testimonial by 20th-Fox and exhibitors, which will span a five-week period from May 26 through June 29, was revealed simultaneously with the announcement by general sales manager Alex Harrison of Wobber's decision to retire on July 1. Wobber, however, will continue with the company in an advisory capacity, making his headquarters at the San Francisco branch.

Wobber started his career in the industry in 1907 when, after 10 years in the Alaskan Klondike, he returned to San Francisco to join his brothers, Edward and William, in a partnership that acquired the first Nickelodeon to operate in that city following the great fire and earthquake of 1906.

In 1913, the Wobber brothers went into the State Rights film business, acquiring from Adolph Zukor the California rights to his motion picture, a four-reel feature, "Queen Elizabeth."

In 1916, Wobber and his brothers expanded into the national distribution field by subsequent formation of a company with state rights firms in other areas. Eventually, Zukor and Jesse L. Lasky bought out that company to bring into being Paramount Pictures Corporation.

Wobber and his brothers, meanwhile, purchased the late Sid Grauman's Imperial in downtown San Francisco. It was to go down in entertainment history as the first motion picture theatre in the United States to operate on a policy of one feature program per week, and the first to advertise performance times.

Several years later, Wobber retired from exhibition to devote himself exclusively to distribution and joined Paramount in an executive capacity.

On Dec. 12, 1932, Wobber assumed the west coast managership of the then Fox Film Corporation at the request of Fox president Sidney R. Kent. The following year he organized and led the first of a series of eight annual Kent Drives. This was no new undertaking for Wobber, for he is conceded by distribution to be "the father of sales drives."

When the late John D. Clark, then general sales manager, died in June 1938, Kent summoned Wobber to the home office to serve as general manager of domestic distribution until Jan. 1, 1942, when he requested he be permitted to return to the coast. He resumed the title of western division manager with jurisdiction over the six coast and Rocky Mountain territories he has been continuously supervising since that time.

## Illinois TOA Unit Opposes Wage Law

SPRINGFIELD, ILL.—The TOA affiliate, United Theatre Owners of Illinois, headed by Ralph Lawler, Peoria, is opposing certain features of a proposed minimum wage law now before the Illinois general assembly.

The bill provides for a minimum wage of 75 cents per hour to be paid employees of any firm employing four or more persons. No action was taken by the theatre group until the bill was amended to exclude employees of restaurants and hotels. These exclusions seemed to be very unfair to the theatres, in that a cashier of a restaurant would not come under the act but a cashier of a motion picture theatre would. Likewise a girl behind a sandwich counter in a restaurant would be exempt, whereas a girl behind a candy counter in a theatre would not be.

The UTOI leadership had an amendment introduced by Representative George P. Coutrakon, Springfield, to exempt minor-age employees of motion picture theatres. The amendment was opposed by majority leader John Lewis, Marshall, Ill., and was tabled. The sponsors justify the hotel and restaurant exclusion by the fact that waitresses, bell hops, etc., receive tips in addition to fixed wages. However, the language of the bill does not refer to any class of hotel-restaurant employees, and maids, cashiers, bus boys, etc., are all excluded, whereas their counterparts in theatres are not.

The bill will soon come for final action in the House and its passage is predicted. It must be passed by the Senate, and it is the hope of the theatre group that some consideration will be given it at that time. Lawler is alerting all Illinois exhibitors to make their wishes known to their local representatives.

## European Award Planned

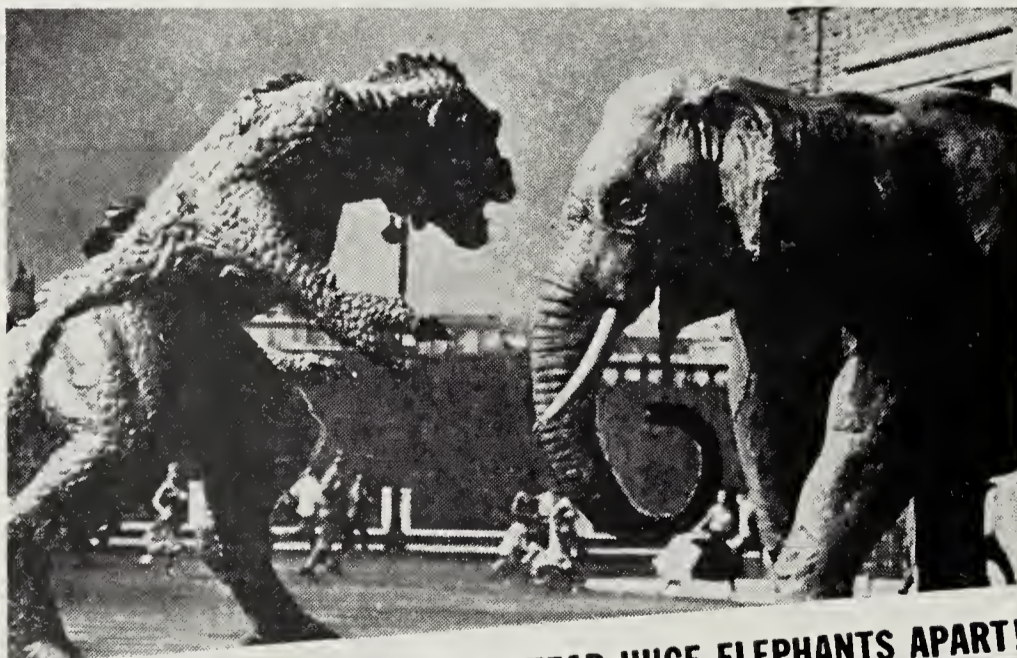
BERLIN—The Committee of Cultural Experts of the Council of Europe recently announced that it will annually award a medal as first prize at a film festival organized by one of the member countries of the council.

The prize will be awarded for the first time at the VII International Film Festival of Berlin, June 21-July 2.

## RKO Execs Visit U-I, Indies On RKO Films

NEW YORK—Walter Branson, RKO's vice-president in charge of world-wide distribution, announced that the company's eastern and western sales managers would begin a series of visits to Universal-International exchanges and the offices of the independent distribution organizations which are releasing RKO product not involved in the domestic deal with Universal.

Nat Levy, eastern sales manager, and Herbert H. Greenblatt, western sales manager, will stop at each of the exchange cities in their respective territories to confer with Universal exchange sales executives and the heads of the local releasing companies.



**SEE OUTERSPACE MONSTER TEAR HUGE ELEPHANTS APART!**

Not since King Kong has the screen seen anything like it!  
**20 MILLION MILES TO EARTH**  
 from COLUMBIA of course!



## Segregation Resistance Spreads To Theatres

GREENSBORO, N. C.—Negroes at Greensboro, N. C., last week announced a boycott of local movie houses because a minister of their race was directed to a colored balcony recently when he presented a special invitation to a preview of "The Ten Commandments."

The proposal was made before some 800 persons attending a meeting of the National Association for the Advancement of Colored People at Trinity AME Zion Church, and was described by its leaders as a "passive, Ghandi-type" resistance patterned after the bus boycott at Montgomery, Ala.

Dr. Edson Edmonds, professor of sociology at Bennett College for Negro women and head of the local unit of the NAACP, urged Negroes to "no longer continue to pay for segregation with our recreation . . . the humiliation should certainly not be at our own expense."

He said that for Negroes to attend segregated theatres in Greensboro, particularly during the showing of "The Ten Commandments," would be a sacrilege.

"I think the movement to stay away from local theatres will grow strong and be united," he said. He added that the "stimulus" which prompted the boycott proposal was "the insult paid to the Rev. Melvin Chester Swann, Sr., at a preview of 'The Ten Commandments.' The theatre manager sent out invitations to the Greensboro Ministerial Fellowship for a preview to the movie," he said. "When the Reverend Swann presented his invitation he was asked to go in another door and to sit upstairs at the back." Swann at the time refused to comply with the request.

"Seventy-five per cent of the colored patrons of segregated theatres in Greensboro are college students," Edmonds said. "The students have decided not to attend. At Agricultural and Technical College (a Negro school here), there is a place to show movies, and Bennett College for Negro women students have pledged to join the passive resistance movement."

Neil McGill, manager, Carolina, said the boycott was not affecting business "in any manner."

## Heston Sues Warners

HOLLYWOOD—A \$250,000 damage suit charging Warner Brothers with breach of contract was filed last fortnight in Los Angeles Superior Court by Charlton Heston.

The actor claims he lost the lead in the forthcoming "Darby's Rangers" although a verbal agreement was reached on March 12. A studio spokesman said Heston had "walked out" on the film.

## Poller Joins Buena Vista

NEW YORK—Michael A. Poller has been appointed home office co-ordinator of short subjects sales, it was announced last week by Leo F. Samuels, president of Buena Vista.

Poller, a veteran industry executive, was formerly associated with RKO for more than 25 years as sales executive.

# Stock Option Plan To Be Proposed At 20th-Fox Stockholders' Meet



Jean Seberg, who stars in the title role of Otto Preminger's "Saint Joan," United Artists release, is seen at the recent Astor, New York, press preview with, from left, Alfred H. Tamarin, UA assistant national director of advertising, publicity, and exploitation; Bernard Kagan, manager, Astor; and Mort Nathanson, UA publicity manager.

NEW YORK—Approval by stockholders at the annual meeting of 20th-Fox at the home office on May 21 will be sought for a stock option plan under which top executives would be given an opportunity to participate in the company's growth on a long range basis, it was learned last fortnight.

The plan contemplates options on 200,000 shares of 20th-Fox common, of which it is planned that president Spyros P. Skouras would receive the limit provided, 75,000 shares.

The price would be set at market price on the day the option agreement became effective, plus \$1 per share, and options would be exercisable from Jan. 1, 1958, to six years from the date of granting of option by the board of directors. Option holders would agree to purchase the shares for investment and not to sell shares for two years.

Executives receiving options would further agree that their annual compensation would be reduced by a sum equal to 75 cents per share optioned, with the reduction in salary to continue for at least two years, and, in the case of Skouras, until Dec. 31, 1960. Further, they may be required to enter into five-year employment contracts.

Authority to grant options would be vested in the company's board of directors, which would be required to exercise that authority within one month after approval of the plan by stockholders. Those granted options would have five months after the date of option to sign the option agreement. Those eligible include 20th-Fox's 14 officers, two of whom are also directors, and an undetermined number of key employes, estimated at less than 20.

If the option plan is approved, management proposes to authorize an issue of \$5,000,000 of five-year five per cent notes or debentures, subordinated to up to \$25,000,000 of 20th-Fox bank loans. This issue, to be in negotiable form with interest paid semi-annually, will be unsecured and unable to restrict or regulate 20th-Fox affairs.

It is contemplated that management would request the board to require executives to whom shares are optioned to subscribe to the notes or debentures at par in an amount equal to \$25 principal amount for each share optioned.

While the plan proposes issuing the 200,000 shares from authorized stock held by 20th-Fox, the board may utilize proceeds from the notes or debentures to purchase shares on the New York Stock Exchange and reserve the shares against the exercise of options granted.

Proposed by management for re-election to the Board are L. Sherman Adams, Colmy M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, B. Earl Puckett, Skouras, and General A. Van Fleet.

It was reported that 20th-Fox directors and officers as a group, 25 persons, received aggregate remuneration of \$1,246,525 last year.

## Penna. Senate Okays Betting Referendum

HARRISBURG, PA.—The State Senate by a vote of 26 to 22 last week approved the controversial bill authorizing a statewide referendum on horse race betting.

Passage of the bill came a few hours after Governor Leader expressed opposition to the measure and indicated he would veto it. Leader was generally criticized by legislators of both parties for talking out against the bill just prior to the vote.

The governor said the referendum is "an invasion of obligation" which elected officials owe to the people. The Rev. Melvin Forney, general secretary of the Lord's Day Alliance, which opposed the referendum, announced "We are going to take our fight against it to the House."

Under the terms of the bill the people of the Commonwealth would express an option on horse race betting in the Nov. 5 general election. Neither the bill itself nor the referendum would legalize betting, but the results of the statewide vote could be used for future legislative guidance on the issue.

## This Could Be The Night

Joe Pasternak again comes through with what appears to have all the elements of a boxoffice hit for MGM—"This Could Be The Night," with beautiful Jean Simmons, popular and amusing Paul Douglas, and Anthony Franciosa, formerly a printer's devil and, today, the new romantic idol of the younger set.

The story deals with a school teacher mixed up with mobsters in a musical lively with good tunes by Julie Wilson, well known chanteuse; Neile Adams, whose "Hustlin' News-gal" is a great song and dance number; and Ray Anthony's music.—J. E.

# The International Scene . . . . .

## Canada

### R. W. Bolstad Wins Variety Heart Award

TORONTO—Heart Award winner for 1956 at the Toronto Variety Club, Tent 28, was Reuben W. Bolstad, vice-president and treasurer, Famous Players Canadian Corporation. In making the presentation, James R. Nairn, chairman of the seven-man committee which picked the winner, said Bolstad had "willingly taken on every job he was ever asked to do . . . and even created many other assignments for himself."

Bolstad was one of the original members of Tent 28. "Through the years (he) never lost his enthusiasm for Variety Club and for this Tent's work for physically handicapped children."

Some of the things cited by Nairn that Bolstad has done willingly include the selling of tickets for Variety Club shows, selling of space in programs, finding jobs for graduates of Variety Village.

The committee included, besides Nairn, Claude Alexander, George Altman, Abe Case, Jack Fitzgibbons, Jr., Dan Krendel, and William Summerville, Jr. A huge photograph was unveiled by Nairn at the mention of Bolstad's name.

Bolstad is 56 years old, married, and father of one daughter. He became vice-president of Famous Players in 1941.

### Canadian Comment

Meyer Mackimson and Joe Garfin were named Winnipeg and Calgary branch managers of Empire-Universal Films, Ltd.,



The recent recipient of the Heart Award given by Variety Clubs Tent 28, Toronto, annually was Reuben W. Bolstad, who is seen receiving the award from last year's winner James R. Nairn. Both are executives of Famous Players Canadian Corporation. Bolstad was cited for his continuing efforts in behalf of Variety Village, the Tent's principal project.

Bill Smith is Toronto office manager, it was announced in Toronto by Alfred W. Perry, president and general manager of the firm. Naming of the two men was made necessary by the recent resignation of Len Norris in Winnipeg and Cy Brown in Calgary. Nackimson was Toronto branch manager of RKO until the closing of that company's offices in Canada. Garfin was, until his resignation a year and a half ago, Toronto branch manager for Empire-Universal. He has been operating a partnership booking firm on the west coast.

Arthur Bahen, formerly Quebec district manager of The Odeon Theatres (Canada), Ltd., was appointed eastern divi-

sion manager in charge of Quebec and Maritimes theatres, it was announced by Frank Fisher, vice-president and general manager. Bahen will remain based in Montreal, while Lee April will continue as Maritimes district manager, operating from Saint John, N.B. In other appointments announced by Fisher, Wannie Tyers, previously manager, Hyland, Hamilton, rejoins the head office to work on theatre supervision under the direction of Steve McManus, Ontario district manager. Paul Hanner, previously McManus' assistant, takes over the managership of the Odeon Danforth, Toronto. Ken Woods, previously Toronto relief manager, is appointed manager, Garrick, Halifax, replacing Jim MacLaggan. MacLaggan becomes manager, Strand, Sydney Mines.

**CINE CHATTER:** A large layout with pictures and story in the entertainment section of the Telegram, Toronto, played up the fact that "Oklahoma!" was in its second year at the Tivoli. . . . The Globe and Mail, Toronto, has announced an expanded weekly for Saturday, to begin May 4. Editor is Dick Doyle, formerly of the newspaper's city desk. Amusement business is getting a break these days as both other Toronto papers, with their weeklies, have given more space to entertainment news. . . . Quebec lawyer Guy Roberge, 42, was appointed chairman of the National Film Board. He replaces Dr. Albert W. Trueman, who was appointed director of the Canadian Culture Council.

Arthur A. Richardson, who resigned as Toronto branch manager of Perkins Electric, is now on the sales staff of General Theatre Supply Company. . . . H. B. Chandler, Charlottetown, was appointed assistant chief of the international division in the distribution branch at the National Film Board headquarters in Montreal. Director of distribution is L. W. Chatwin. . . . Tommy Van Dusen, senior National Film Board information officer, resigned, as did film editor Doug Tunstell. . . . General Theatre Supply moved its Montreal branch to 160 Bates Road, Town of Mount Royal, Montreal. . . . Decrease of \$185,000 in theatre and sports admissions in Nova Scotia was blamed on TV and was given as one of the reasons for a whopping provincial deficit by Premier Stanfield. . . . Len Bishop of the Hollywood, Toronto, now membership chairman of the Canadian Picture Pioneers, is anxious to sign up any person with 25 years' or more service in the industry. . . . A four to six-day weekly operation is planned by Arthur Mitchell's 250-seat Mayfair, the only one in Port Elgin, New Brunswick. The house was badly damaged by fire last November, and has been rebuilt and reopened. . . . Arch H. Jolley, Motion Picture Theatres Association of Ontario, made successful representations to the chairman of the Metropolitan Toronto Licensing Commission for permission to run a pre-Easter Monday midnight show, commencing after midnight. Previously, such shows had not been allowed. . . . The Grand, Mirror, Alta., a 275-seater, was recently destroyed by fire. . . . Police are investigating a \$2,000 theft from the Paramount, Rouyn, Quebec. . . . Odeon's Capitol, Moncton, underwent a face-lifting. . . . The 475-seat Mayfair, Toronto, closed for some time, was taken over by Gabriella Majnik.

—HARRY ALLEN, JR.



**SEE** OUTERSPACE MONSTER AMOK IN RUINS OF ROME!

Not since King Kong has the screen seen anything like it!  
**20 MILLION MILES TO EARTH**  
 from COLUMBIA of course!

## Fox Veteran Honored On His Retirement

BUFFALO—A large gathering of exhibitors and distributors turned out to honor G. Emerson Dickman, Sr., who retired after 35 years as a salesman for Fox Film and 20th-Fox. Lately, he was city sales manager for the local branch.

The affair, in the form of a testimonial dinner, was held in the Delaware Avenue headquarters of Variety Club and arrangements were in charge of Variety's party chairman, Myron Gross, a past chief barker and a present director. Dickman is one of the original members of the local Tent.

Among the out-of-town guests attending the dinner were Martin Moskowitz, eastern division manager, 20th-Fox; Al Levy, district manager, Boston; Jack Bloom, circuit sales manager, New York; Bill Graham, former local office manager; and Howard Minsky, former branch manager now with Paramount, Pittsburgh.

Under a new alignment in the Buffalo branch, Howard McPherson is covering Zone Two, which includes Syracuse and Binghamton, N. Y., and Bill Rowell is covering Buffalo and Rochester, N. Y.

## Albany

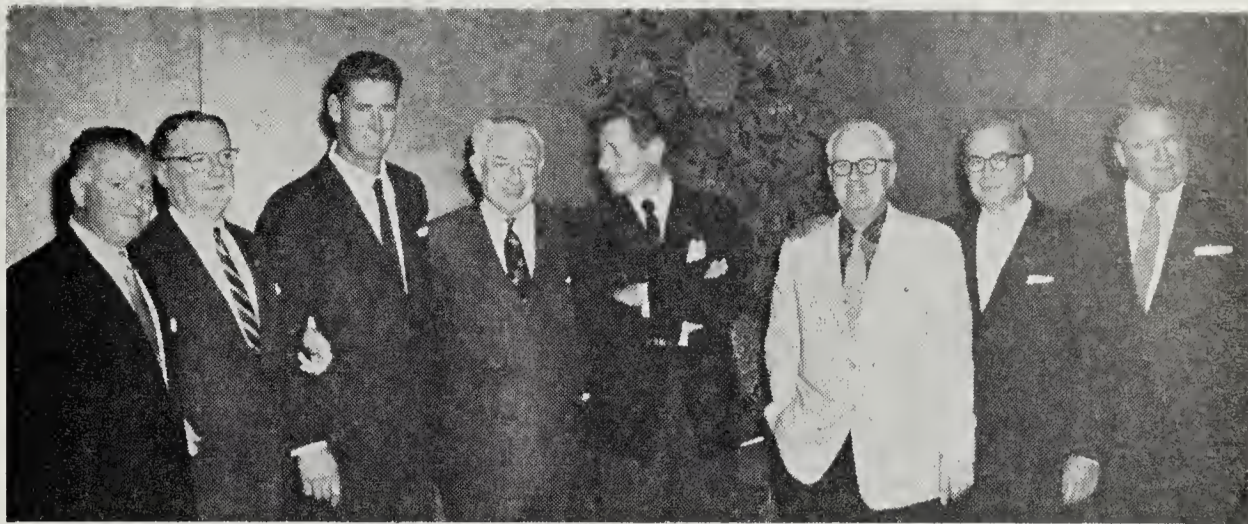
A product fight in the Saratoga, N. Y., area was expected to result from Joseph Warren's intention to bid for first-run for his Super 50 Drive-In, Balston Spa, N. Y., scheduled to open May 15. Warren will bid against Walter Reade Theatres' Community and Congress, Saratoga, and Sarto Smalldone's Malta Drive-In, Malta, N. Y. . . . Lee Weston succeeded Adolph Edman as National Screen Service salesman. Edman shifted to New York. . . . The Park, Cobleskill, N. Y., formerly owned and operated by Frank Wieting, has passed to the control of Jules Perlmutter. Wieting is retiring. . . . The Duffy film license bill was vetoed by Governor Harriman following passage by the Senate and Assembly. The Governor pointed out that the measure was identical to one he refused to sign last year.

## Atlanta

The wife of J. E. Martin, Grand, Montezuma, Ga., died after a long illness. . . . Mary Jones, wife of Tom Jones, Jones Booking Agency, was recovering from surgery. . . . MGM booker Ernest Creamer resigned. He is replaced by Lawrence Maloney. . . . The Liberty, Chickamauga, Ga., was reopened by Bill McIntire. . . . Spencer Steinhurst, former RKO publicist here, now is press chief for Dick Beck's independent producing unit at Orlando, Fla. . . . Tom Lucy and Bill Kelly, Exhibitor Service Company, attended opening of the Roxy, Valdosta, Ga., for which they are buying and booking. . . . Pewee Brown was appointed manager, Starlite Drive-In, Murfreesboro, Tenn. . . . J. D. Prince closed his Altoona, Altoona, Ala. . . . Harry F. Burton, long time assistant manager, Lyric, Birmingham, Ala., died after a long illness.

WOMPI officers for the next year, elected at a recent meeting, include Betty Rock, president; Nell Middleton, first vice-president; Pat Brown, second vice-president; Alma Binford, recording secretary;

## NEWS OF THE TERRITORIES . . .



Variety Club of New England's "Great Heart Award" was recently presented to Thomas A. Yawkey, president, Boston Red Sox. Seen, left to right, are Michael Redstone, chief barker; J. C. Smith, Hotel Statler; Ted Williams; Robert J. O'Donnell, Dallas; Danny Kaye; "Big Brother" Bob Emery; Arthur Lockwood, president, Cancer Research Foundation, and Joseph Cronin, general manager, Red Sox,

and Marcell Davis, corresponding secretary. The board of directors includes Mary Bridges, Helen Groversten, Ernestine Carter.

## Boston

Barnet Yanofsky and the Solomon Brothers, Lowell, Mass., are constructing an 1100-car drive-in at Chelmsford, Mass. . . . Sympathy was extended to Embassy branch manager Joseph Wolf on the death of his mother. . . . Lewis Packard and partner have reopened the Yarmouth, Maine, Drive-In, which was shuttered last season. A CinemaScope screen was added. . . . Elinor Hughes, drama and film editor, Boston Herald, is planning a fall wedding to David S. Jacobus, chief engineer, Brook Haven, L. I., Laboratories. . . . Joseph Cohen, independent buyer and booker, now is handling the Motor Inn Theatre, Sutton, Mass., owned and operated by Wilfred Bernard. . . . Dave Grover, former RKO salesman, has joined Rank Film Distributors as office manager and salesman. Catherine Ahern, former RKO secretary, also joined Rank. . . . Ernest Warren has bought an interest in the Clinton Drive-In, Clinton, Mass. . . . Eugene Boragine, owner, Saco, Maine, Drive-In, has installed a dance floor beneath the screen for free use from six p.m. until show time.

From Washington, the FCC has warded Boston's TV station Channel five to the Boston Herald-Traveler Corporation's radio station WHDH, as "the most qualified to provide programming service on a continuing basis in the interests of the population of the coverage area." Robert B. Choate, publisher of the newspapers and president, WHDH, Inc., said the station expected to build its television transmitting tower in Newton, Mass., a suburb of Boston, and to be on the air by Christmas.

**NEW HAMPSHIRE NEWS**—Starway Drive-In, Dover-Rochester road, has a new refreshment stand. . . . Free gifts, flowers, and balloons were given patrons of the Rochester Drive-In by Carl Baird, manager, who also handles the Scenic. The Rochester has been modernized by Interstate Theatres, Inc., which leases from Michael and James Nadeau, Dover. The new owners have replaced the marquee and remodeled ticket office, snack

bar, and playground. . . . Robert Robie is the new manager, Bedford Grove Drive-In.

## Buffalo

Variety Club, Tent Seven, held a general membership meeting attended by about 50 barkers and associates. Chief Barker Harold Bennett presided, while property master V. Spencer Balser reported on the recent International convention and special events chairman Myron Gross detailed special donation awards. Entertainment chairman Sam Geffen announced that the summer golf tournament will be held Aug. 12 at the Westbrook Country Club, Williamsville, N. Y. . . . Charlie Kosco, 20th-Fox branch manager, announced that "The Big Show," the 90-minute CinemaScope product feature, will be shown May 13. . . . Bill Brereton, Basil circuit director of advertising and publicity, left the hospital to recuperate further at home.

## Charlotte

The 15th annual outing of Variety Club was held at the Carolina Golf Course, with unusually fine attendance. Golf was followed by a dinner and various activities for the evening. Among the out-of-town members attending were H. L. Baker, Jr., Verne Benfield, Dallas Brinkley, John Dineen, Luke Linder, and S. J. Workman. . . . Exhibitors of North Carolina will cooperate with Governor Hodges' Safety Council by running on their screens beginning this week, the third traffic safety reel featuring Dick Powell. . . . Hall Houpe, former manager, Colonial, Shelby, N. C., resigned to take the position of film editor, WSOC-TV. . . . The screen of the Pineville Road Drive-In was completely destroyed by a freak storm.

Representative John Hart introduced a measure in the South Carolina House of Representatives which would ban 20th-Fox's "Island In The Sun" in the state. The bill provides for a fine not to exceed \$5000, or imprisonment not to exceed two years. . . . Branch managers viewed Variety Club's "The Heart Of Show Business" and formulated plans for distribution. . . . The old Rialto, Durham, N. C., which was closed several years ago, has reopened under the same name and new

## Film Classification Proposed In Ohio

COLUMBUS, O.—Films shown in Ohio would be classified either "adult" or "family" under terms of a substitute censorship bill which was to be presented last week to the Senate education committee by Senator Andrew Putka, Democrat, of Cleveland, author of S. B. 115, an earlier censor bill apparently stymied in the committee.

The new bill is similar to censor laws in Great Britain and Quebec and uses part of the approval by the Legion of Decency. The Putka measure, however, does not use the "condemned" classification. It provides for a censor board appointed by the Governor and paid \$25 per day and expenses per member each day worked. Budget of the board would be paid through fees assessed against film distributors.

Patrons under 18 would be barred from seeing "adult" films. Exhibitors who were found guilty of allowing minors to see adult films would be subject to a fine of from \$25 to \$300 for the first offense and \$300 to \$500 for subsequent offenses. The new bill uses the same general language on what would make a film objectionable as do other censorship measures.

managment. Nathan Schwartz, head of the group which will operate the house, said the new theatre will "show the world's best films, foreign and American."

### Chicago

George Anders purchased the Gardner Theatre Supply Company, operated for several years by the late Bob Gardner. . . . The annual meeting of Balaban and Katz was postponed to May 14, due to the death of John Balaban, president. . . . Francis T. Crowe, of Bergstrom and Crowe, 20th-Fox attorneys, has recovered from surgery. . . . Peter F. McKeone, 59, owner, Moonlight Drive-In, Hammond, Ind., died in St. Bernard's Hospital. . . . Frank Rodgers bought the Casey Drive-In, Casey, Ill.

Jack Gilbreath, Paramount booker, was better after hospitalization. . . . Ken Phillips and Peter Karonis reopened their Phil-Kron Drive-In, Bloomington, Ill., with the addition of a \$20,000 two-lane snack bar, a miniature golf course, and an amusement park. . . . Mike Kassel, veteran salesman, joined the Teitel Film Company. . . . Sam Gorelick, former RKO district manager, was appointed regional manager, Rank Film Distributors of America for the Minneapolis, Milwaukee and St. Louis areas. . . . Edward Brown, Elco manager, Elkhart, Ind., was named "Manager Of The Year For 1956" by Indiana-Illinois Theatres Circuit and was presented with a \$300 check by Alex Manta. . . . Norman Turek went from the Crown to manage the Irving. . . . Dave Williams was named Biograph manager.

### Cincinnati

Betty Arvin, switchboard operator, Capitol, notified manager William Rush of a bomb threat. When a thorough police search uncovered no bomb, the audience filed back to the seats. . . . Following a

### Foes Of Drive-In Fight Zoning Change

CHICAGO—Renewed efforts to halt construction of a 55-acre drive-in in Cook County's Maine township, were made in the Appellate Court through the filing of petitions by nearby property holders and by a state attorney representing Cook County. It is asked that a review of a decision by Judge Harry M. Fisher of Circuit Court, setting aside the original farm zoning classification of the property, be made.

jurisdictional dispute between two organizations over the workshop training of mentally retarded children, it was decided at a meeting that the Hamilton County Council for Retarded Children would assume charge of social and personal adjustments and Goodwill Industries will direct vocational and occupational classes. Work of the latter agency is financed in large part by the Variety Club. . . . States Film Service has moved from 1716 Logan Street to 1632 West Central Parkway, in quarters formerly occupied by RKO. . . . Robert Cooper, formerly with RKO, is a new U-I booker. . . . Jane Wehrman, formerly with 20th-Fox, rejoined the staff. . . . Harold Montgomery is new manager, Louvee, Wellston, O., replacing Stanley Ridge, resigned. . . . Sympathy was extended to Bill and Dale Miller, owners, Miller Grove Drive-In, Dayton, O., on the death of their mother.

COLUMBUS, O., NEWS—The first local indoor-outdoor theatre was opened by Frank Yassenoff near Port Columbus, called the Airport. Theatre has a 1000-car capacity. The indoor section houses two under-roof theatres, each seating 200. . . . Malco Theatres, Inc., Memphis, applied to the Federal Communications Commission for television Channel 40 at Columbus. Malco operates TV station WEHT, Henderson, Ky., and radio station WEOA, Evansville, Ind.

### Cleveland

Film Row lost two prominent veterans recently. One was Mark Goldman, one-time Eagle Lion branch manager, and for several years prior to his sudden death in his home in Shaker Heights, O., district sales manager, IFE. Omar Ranney, 51, who until last December had for 15 years been drama and movie editor of The Press, died suddenly in his sleep of a heart attack. . . . Lewis Horwitz, son of M. B. Horwitz, head, Washington Circuit, and Janet Price are engaged. . . . Peter Wellman, owner, New Mock and Wellman, Girard, O., married Helen Nicktas in St. George Greek Orthodox Church, Cleveland, with his youngest son, Nick, serving as best man. . . . A bachelor party was given in honor of Ernie Sands, former Warners branch manager here and now Warners midwest division manager, prior to his marriage.

Tony Holler, manager, Louis Eick's Fenray, Martins Ferry, O., was unanimously elected president, Martins Ferry Board of Trade. . . . There have been some theatre changes in Steubenville, O., where Arthur Diannaballe acquired from the estate of the late A. G. Constant the Ohio, an indoor house, and two drive-ins,

the Sunset Auto and the Family. Formerly, he was in charge of concessions, Constant Circuit. . . . Announcement was made by Irving Marcus, president, Salesmen's Club of Cleveland, of a change of dates for the spring party, which now will be held in the Variety Club on May 12. . . . The Diana Theatre, Rittman, O., has been leased to Lucille Young, who is operating it on a full time basis. . . . The local Schine office, headed by district manager Harold Raives, is moving in June from the Warner into the Film Building.

### Dallas

Ray Jones, with the Interstate organization here for more than 20 years, has been named regional manager, Rank Film Distributors of America, Inc. Jones will make his headquarters here and will represent the Rank firm in Texas, Oklahoma, and the New Orleans area. W. E. Finch, formerly with Allied Artists, will serve as Dallas branch manager. . . . James May has been appointed concessions consultant, Rowley United Theatres, to facilitate the exchange of business stimulating ideas among the circuit managers. . . . Louis J. Weber, assistant branch manager, MGM became a grandfather for the third time. . . . Mildred Fullenwider has resigned as secretary to Heywood Simmons at his booking service to become secretary to Harry Sacks, once again. Sacks is head, Lone Star and Bordertown Theatres.

### Denver

The Tabor, thought to have been closed permanently in January at the end of a 13-week run of "Oklahoma!" will be reopened May 15 for what is scheduled to be a six-month run for "Around The World In 80 Days." The Todd-AO equipment had been taken out in the expectation that it would be installed in the Aladdin for the run, but Mike Todd vetoed the plan and demanded the Tabor. The Aladdin has 1,400 seats, while the Tabor has 930 seats on the main floor, which is all that was used for "Oklahoma!". However, the Tabor is located downtown.

William Ashton, who formerly managed the house, has reopened the Emerson, Brush, Colo. The theatre is owned by John Roberts, who owns a theatre and a drive-in 10 miles away in Ft. Morgan. Roberts had closed the house some months ago. . . . Rank Distributors of America set screenings for "Third Key," "Black Tent," and "Triple Deception."

### Des Moines

The Greater Rolfe, Ia., Club has closed the Ritz, Rolfe, announcing it had operated the house at a loss for the first three months of the year. . . . Business men at Eldon, Ia., were planning to form a local corporation to purchase and operate the Eldon. . . . Members of WOMPI filled 24 baskets at Easter for distribution in the Des Moines Children's Home. . . . Gladys Crandall, Tri-States Theatres, returned from Washington, where she attended the National Isaac Walton League convention.

DCA is to handle the distribution of "Fire Maidens Of Outer Space" for Saturn Films.

## MGM's Charles Dietz Dies In Detroit

DETROIT—Charles R. Dietz, 70, MGM field press representative here for the past 15 years and brother of Howard Dietz, vice-president, Loew's, Inc., died last week in the Grace Hospital after a 10 day illness. He joined the company in 1941 as a press representative in Denver and, after a year there, was transferred to Detroit.

In addition to his brother, the deceased is survived by his widow, the former Eva K. Tackabury of Detroit, and two sisters, Mrs. Milton Hyams, St. Louis, and Mrs. Jacques Bernstein, New York.

## Houston

Art Katzen, publicist, Interstate Theatre Circuit, was the proud father of a son born in St. Luke's Hospital. . . . Easter Sunrise services were held here this year at the Post Oak and Tidwell Drive-Ins. . . . Lois Hastedt is the new concessions cashier, Tidwell Drive-In. She was formerly with the Post Oak Drive-In. . . . Ruby Gibson, owner, Navaway, was to be hostess of the bi-weekly meeting of the Houston Independent Theatre Association, to be held at the Variety Club. Plans were being made for a fishing party to be sponsored by the group.

## Jacksonville

Edith Prescott, Howco Film Exchange, has been elected WOMPI president, succeeding Sarah Keller, MGM booker. . . . Jack Braxton relieved Harry Clark, head of the FST accessories department, while the latter vacationed. . . . Ed Chumley, Paramount branch manager, has moved his staff into new quarters on the third floor of the Florida Theatre Building. . . . A special screening of "The Heart Of Show Business," Variety Club film, was staged for members in the Studio. . . . Thieves broke into the Roy Smith Company warehouse and ransacked the office of theatre supplies. . . . Herman Meiselman came in from Charlotte to confer with Ed Linder, new manager, Town and Country. . . . In a tieup with a perfume company during the first run of Paramount's "Funny Face" in the Florida, manager Jim Levine had huge billows of perfumed bubbles sailing above Forsyth Street to attract passersby.

Eddie Rozier is now Tom Crawford's assistant, downtown Arcade. . . . Cam Price, former RKO branch manager, has established a local office for Capitol Releasing Corporation of Atlanta.

MIAMI, FLA., NEWS—Joe St. Thomas, assistant head, Wometco Theatres confections department, was wed to Myra Smith. . . . Gordon Spradley, manager, Cameo, Miami Beach, Fla., is the newly-elected chairman of the board, Wometco Old Guard. Other officers include Betty Stokes, secretary, and Marty Wolfe, treasurer. Tim Tyler, manager, Miami, and past chairman, is now the board's advisor. . . . Manager of the Hollywood, Hollywood, Fla., is James Frazier, replacing Joe Fink, resigned. Frazier comes to Hollywood from Jacksonville, where he recently opened the new Town and Country for H. B. Meiselman. . . . For the first

time, the Davie Boulevard Drive-In, Ft. Lauderdale, Fla., scheduled an Easter egg hunt, with a local bank sponsoring the event. The Boulevard Drive-In, North Miami Beach, held its ninth annual egg hunt. . . . A screening for local musicians and newspaper, radio, and television reviewers was held in the Mayfair Art for "Barber Of Seville," which opened in the Mayfair and Sunset, South Miami.

## Memphis

Mrs. Minter Somerville Hooker has been appointed to the Board of Censors succeeding Mrs. St. Elmo Newton, 80, who died recently. Again the board numbers

# Film Exchange and Dealer Listing for the OKLAHOMA CITY FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

## Film Distributors

### ALLIED ARTISTS, 704 West Grand—Central 2-6483

Br. Mgr.: W. G. Carmichael. Office Mgr. and Booker: Paul Kearns. Sales: William Raymond. Cashier: Sandie Barrett. Emerg. Phone: Winasor 2-3141.

### COLUMBIA, 702 West Grand—Central 2-0263

Br. Mgr.: C. A. Gibbs. Office Mgr.: Sam Mautain. Sales: S. E. Gibbs, J. A. Smith, D. R. Tucker. Bookers: Jerrel Malone, Leonard Humphreys. Cashier: Maudie Malone. Emerg. Phone: Trinity 8-4607.

### METRO-GOLDWYN-MAYER, 629 West Grand—Forest 5-5301

Br. Mgr.: George J. Fisher. Sis. Mgr.: John S. Allen. Office Mgr.: L. W. Royalty. Sales: Connie Carpou, James A. Peacock. Bookers: Bates Farley, Robert Egbert. Cashier: Vera Strickland. Field Exp.: E. B. Coleman, Wayne Taylor. Emerg. Phone: None.

### PARAMOUNT, 130 West Grand—Forest 5-5461

Br. Mgr.: C. H. Weaver. Office Mgr.: H. K. Buchanan. Sales: Paul Rice, Tom McKean. Bookers: Sally Dulaney, John Sparks. Field Exp.: Bob Bixler. Emerg. Phone: Jackson 5-3970.

### REPUBLIC, 718 West Grand—Forest 5-6651

Br. Mgr.: J. L. Guiles. Office Mgr., Booker and Sales: Ed. Harris. Cashier: Helen Groce. Emerg. Phone: MEIrose 2-2968.

### SCREEN GUILD, 708 West Grand—Regent 6-7125

Br. Mgrs.: Lois Scott, H. E. McKenna. Cashier: Nina Milner. Emerg. Phone: Jackson 5-6730.

### 20TH CENTURY-FOX, 10 North Lee—Central 2-1105

Br. Mgr.: M. W. Osborne. Office Mgr.: Jack Whelan. Sales: L. N. Macarty, G. L. James, G. K. Friedel. Bookers: Fern Marker, Jessie Macarty. Cashier: Ann Lasater. Field Exp.: Jimmie Gillespie. Emerg. Phone: Victor 3-7593.

### UNITED ARTISTS, 623 West Grand—Forest 5-3306

Sales: Bob Malone, Cal Bard. Booker: Bill Hunter. Emerg. Phone: MEIrose 8-6044.

### UNIVERSAL, 625 West Grand—Forest 5-4351

Br. Mgr.: Chas. W. Hudgens. Office Mgr.: Dick May. Sales: William E. Maddox, Jack E. Box. Booker: Sam Stathos. Cashier: Lenora Scott. Field Exp.: Julian Bowes. Emerg. Phone: Victor 2-3201.

### WARNER BROS., 630 West Grand—Regent 6-7544

Br. Mgr.: D. J. Tullius. Office Mgr.: Chas. W. Hudgens. Sales: Jack Craig. Bookers: Ed Ray, Ed Greggs. Cashier: Nina Davis. Field Exp.: Kevin Genter. Emerg. Phone: Jackson 8-6106, Victor 3-1964.

## Supply Dealers

### HOWELL THEATRE SUPPLY, 15 N. Dewey Ave.—Forest 5-1961

Emerg. Phone: Jackson 8-3338.

### NATIONAL THEATRE SUPPLY, 700 W. Grand Ave.—Central 2-0203

Emerg. Phone: Jackson 8-2476.

### OKLAHOMA THEATRE SUPPLY, 628 W. Grand Ave.—Regent 6-8691

Emerg. Phone: Jackson 8-2471.

## Screen Trailers

### NATIONAL SCREEN SERVICE, 624 W. Grand Ave.—Regent 9-2454

Br. Mgr.: G. C. Clark. Office Mgr.: Wayne Harris. Sales: Haskell Robinette, Bud Benjamin. Bookers: Helen Wilson. Cashier: Lois Baker.

## Signs, Advertising and Printing

### COLORCRAFT POSTER CO., 810 N.W. 3rd St.—Central 2-5107.

### NATIONAL SCREEN SERVICE, 624 W. Grand Ave.—Regent 9-2454

### THEATRE CALENDAR SERVICE, 706 W. Grand Ave.—Regent 6-3257

Emerg. Phone: Trinity 8-3450.

### THEATRE POSTER SERVICE, 625 W. California Ave.—Forest 5-9500

Emerg. Phone: MEIrose 4-5664.

## Messenger Services

### INDEPENDENT FILM FORWARDING, 21 N. Shartel Ave.—Forest 5-9908

Emerg. Phone: MEIrose 2-4087.

### MAGIC EMPIRE EXPRESS, 815 W. Grand Ave.—Central 2-7335

Emerg. Phone: Jackson 8-6237.

### MISTLETOE EXPRESS, 111 Harrison Ave.—Regent 6-1482

Emerg. Phone: Jackson 5-6869.

### O & A FILM LINE, 706 W. Grand Ave.—Regent 6-3257

Emerg. Phone: Trinity 8-3450.

### OKLAHOMA CITY SHIPPING & INSPECTION BUREAU, 623 W. Grand Ave.—Regent 6-5026.

Emerg. Phone: Jackson 8-4307.

## Service Companies

### ALTEC SERVICE CO., Leonhardt Bldg.—Regent 9-0666

### RCA SERVICE CO., 2125 N. Fonshill Ave.—Jackson 5-1006

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**NEXT!**

**St. Louis Territory**

Issue of May 15

**Charlotte Territory**

Issue of May 22

Save them!

## Theatre Manager Robbed By Aide

MIAMI, FLA.—A statewide alert was ordered for a smooth-talking young man who worked for three weeks in the Tower and then robbed manager Phil Don of \$869.64. Before references given by the man, who gave his name as Paul D. Blackwell, started coming back marked "no such address," he had won the confidence of the manager to the extent that Don was seeking a raise and promotion for the youth, who was hired as an usher.

As Don and Blackwell were preparing to leave the Tower one evening, the latter leveled a small automatic pistol at Don, took him to an upstairs office, and forced him to hand over a bank deposit bag containing the day's receipts. He then tied Don to a chair and gagged him with several paper napkins.

It took more than three hours before Don could work his way over to a window where he attracted the attention of a cab driver by banging out the glass of a small window with his head. In Blackwell's room police found letters proving he was operating under false identity.

four. Mrs. Hooker describes herself as a liberal, stating that censorship for adults isn't too important. She feels censorship should protect children, and that her views on censorship would be different if there were some way to keep children out of the theatres showing adult movies. The once-banned "Baby Doll" is now okayed by the board, with four scenes deleted, and the proviso that it be shown to adults only. . . . Rather than change a city ordinance stating theatre owners could not go into their projection booths, nearly every owner in Memphis has acquired a projection license. The ordinance allowed managers, projectionists, and city inspectors into the booths. The owners took the written and practical tests and paid the \$15 fee, thereby becoming licensed projectionists. . . . "The Ten Commandments," at the Strand, was selected as the Movie of the Month by the Memphis Better Films Council.

### Milwaukee

Film Arts Productions, Inc., local producer of industrial films and film slides, has leased the old Pearl on South 19th Street for conversion to a motion picture studio. Harlan Croy, Film Arts president, said that he had signed a 10 year lease with an option to purchase from the theatre owner, Mrs. Minnie Washicheck.

### Minneapolis

Exhibitors throughout Minnesota and Wisconsin are concerned about Daylight Saving Time, which already has gone into effect. This is the first time that the two states have been on the fast time since the war. Most drive-in operations will be reduced to one show a night during the peak of the summer. . . . Dorothy Wilk, wife of Reno Wilk, operator, outdoor theatres in the area, was recuperating at home after being hospitalized in Florida with a heart ailment. . . . Poor attendance has forced the recently reopened Kewaskum, Kewaskum, Wis., to curtail its



This "living" window display created quite a stir and obtained the desired attention for MGM's "Ten Thousand Bedrooms," Loew's Midland, Kansas City.

schedule. . . . Judith Loeffler, San Francisco, daughter of Joe Loeffler, branch manager, Republic, Minneapolis, is engaged to James Errett Shelton, Jr., Los Angeles. A July wedding is planned. . . . Eph Rosen, assistant branch manager, MGM, was recuperating at home after being hospitalized. . . . Construction has started on a 500-car drive-in at Houlton, Wis. Purchaser of the site was R. J. O'Neil, St. Paul. Ralph Pielow's Quad-States Theatre Service will handle buying and booking for the new stand, to open May 15. . . . Leo Aved started grading operations on his drive-in at suburban Coon Rapids. . . . Robert Taylor purchased the Isle, Cumberland, Wis., from Lee Miner. . . . Ben Berger, president, Berger Amusement Company, and his son, Bob, TV film distributor in Los Angeles, have purchased an interest in a new television station in Casper, Wyo. . . . Jerry Erbe, Breckenridge, Minn., was named manager, State and Grand, Pierre, S. D., owned by Dan Peterson. . . . The Gem, Balston, Minn., is being remodeled and redecorated.

Don Swartz is handling area distribution for Saturn Films' "Fire Maidens Of Outer Space," according to an announcement made by Cy Ruth.

### New Haven

Officers elected by Bridgeport Motion Picture Operators Union, Local 277, include John S. Bernard, president; Leslie C. Blakeslee, vice-president; Merrick Parelli, financial secretary; John A. Martin, business agent; Fred Lewis, treasurer; Thomas E. Colwell, recording secretary; and John Lynch, sergeant at arms. The board of trustees is Blakeslee, Joseph Kaplan, Frank J. Gorman, Lynch, and Joseph Cossette.

### Simon Takes Over At Pike Drive-In

HARTFORD, CONN.—Philip Simon has acquired interests held by Robert Gloth and Louis Rogow in the 750-car Pike Drive-In, Newington, Conn.

In taking over majority control, Simon has changed corporate name from the Turnpike Theatre Corporation to the Pike Theatre Corporation, with himself listed as president and treasurer, and Paul W. Amadeo, general manager for the past eight years, continuing in latter post.

## Paramount-Gulf Opens First Dance Studio

NEW ORLEANS—Charles L. Casanave, president, Fred Astaire Dance Studios, announced last fortnight that negotiations were completed with Henry G. Plitt, president, Paramount-Gulf Theatres, whereby the circuit will open its first Astaire-franchised dance studio, located downtown at 308 Charles Street.

According to Casanave, Plitt has instructed his staff to stage an elaborate, showmanship grand opening for the studio, and it is understood that plans call for screen stars to be flown to New Orleans for the occasion.

The Paramount-Gulf pact marks the second recent Astaire Studios deal with a major theatre circuit, the first being with Interstate Theatres of Texas.

HARTFORD, CONN., NEWS—Doug Amos, general manager, Lockwood and Gordon Theaters, shifted David Miller, manager, Plaza, Windsor, Conn., to the Norwalk, Conn., Drive-In. Replacement is Reginald Pelletier, formerly assistant manager, L and G Waterville, Maine, Drive-In. . . . Peter G. Perakos, Sr., president, Perakos Theatre Associates, New Britain, Conn., is marking his 50th year in show business. "I still believe there's a future in the motion picture business," he says, "but I think the industry must produce more and better product." . . . The State Highway Department announced that a West Haven, Conn., firm was the apparent low bidder on demolition of the Film Center building, officially known as the Kilfeather Building. . . . Lockwood and Gordon turned the subsequent-run Webb Playhouse, Wethersfield, Conn., into a first-run art operation, changing the name to Cine Webb, and offering overseas releases for full week's presentation. Manager is Bill Howard.

### New Orleans

Tom Watson, former RKO salesman, has taken over as manager, Legion, and supervisor, Gulf, Gulfport, Miss. The theatres are the property of Ed Ortte, Clermont Harbor, Miss. . . . Dan Brandon returned to his desk at Transway, after confinement in Hotel Dieu for surgery. . . . Fred T. McLendon Theatres closed the Frisco, Frisco City, Ala. . . . Mississippi theatres presently closed for remodeling include the Dixie, Brookhaven; Baker Grand, Natchez; Palace, Yazoo City; and the State, McComb, all units of N. Solomon Theatres and affiliates. . . . H. G. Proffit assumed ownership of the Kin Drive-In, Sterlington, La.

John Elzey, who recently acquired the Alamo, New Roads, La., closed it. . . . Elaborate preparations are in the making for the world premiere of Michael Ripps' and Ed Fessler's initial production, "Bayou," which is to be held in the Saenger, June 14. The film is released through United Artists. . . . Joy N. Houck, president, Joy's Theatres, and co-head, Howco Productions; Mrs. Sarah Cohen, head, Cohen Enterprises; and Roy Nicaud, Cohen manager, attended a meeting of executive officers and managers of Howco Exchanges and affiliated distributors in Chicago. . . . Woolner Brothers moved

## Phila. Preview Group Fetes Fox's Diamond

PHILADELPHIA—At an exceptionally well attended annual spring luncheon of the Philadelphia Motion Picture Preview Group in the Warwick Hotel here last week, Samuel Diamond, local 20th-Fox branch manager, was awarded the organization's Benjamin Franklin Award, established in honor of prominent exhibitor A. R. Boyd, in recognition of his contributions toward industry cooperation. The testimonial was presented by Mrs. Arthur Goldsmith, the Group's chairman, who presided.

Also receiving a "Benjie" Award was Arthur H. DeBra, retiring community relations director of the Motion Picture Association of America.

Introduced by Diamond, Alex Harrison, 20th-Fox general sales manager, representing president Spyros P. Skouras, emphasized his company's active program.

Ted Schlanger, zone manager, Stanley Warner Theatres, stated that he was expressing the sentiments of all exhibitors in the area in referring to Diamond as a man of integrity, held in high esteem by all.

In speaking of 20th-Fox, Schlanger said that Spyros Skouras, its president, was one of the most colorful men in American industry. He said that Diamond symbolized the high type of manpower with which Skouras had surrounded himself.

into new offices, an addition to the Airline Drive-In, 4000 Airline Highway. The former office was on the second floor, 223 South Liberty Street. . . . Considerable remodeling and refurbishing was recently completed at the Uptown, DeRidder, La., a unit of Southern Amusement Company. . . . Jimmy and Gene Barnette celebrated their 20th wedding anniversary recently. Mrs. Barnette is Delta Theatres secretary and WOMPI chairman of publicity.

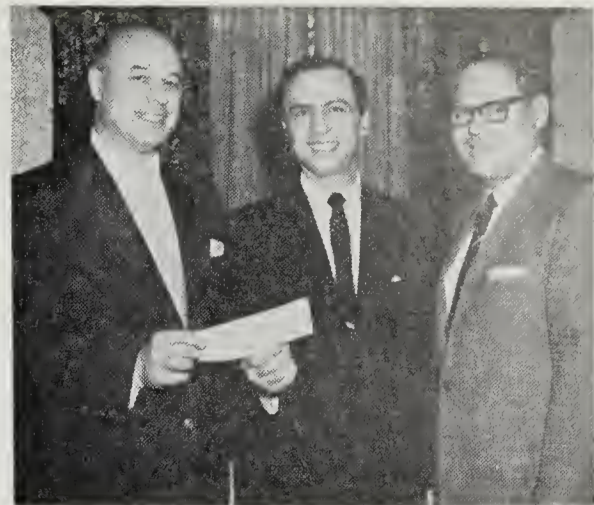
### New York

The National Foundation For Infantile Paralysis announced the removal of its offices to 301 East 42nd Street. . . . Union Film Distributors, Inc., announced the removal of its offices to 37 West 57th Street. . . . Lois Marie O'Connor, daughter of John J. O'Connor, vice-president, U-I, and Mrs. O'Connor was married on May 4 to James Daniel Vaughan, Jr., at Larchmont, N. Y. . . . A daughter was born to Mr. and Mrs. Richard Einfeld in Good Samaritan Hospital, Los Angeles, last week. The child is the couples' third and makes the 20th-Fox vice-president Charles Einfeld a grandfather again.

### Philadelphia

Reports had it that the Ellis Circuit is dickering for Paramount's Tower, Roosevelt and Nixon. . . . Florence Weiner, Buena Vista office manager and booker, underwent throat surgery, and is recuperating nicely. . . . The first movie for Michael Landon, son of EMO (Eli M. Orowitz), will be American-International's "I Am A Teen-Age Werewolf." and is daddy proud! . . . Kathy Carlyle, native Philadelphian living on the Main Line, makes her film debut in "When Hell

Broke Loose," an MGM future release. She is being watched as future star material. . . . Benny Harris (American Film) has "Rockin' The Blues," all-Negro Rock 'N' Roll feature. . . . Dave Rosen has that Academy Award winning short subject, "The True Story Of The Civil War." . . . Sam Stiefel had himself another Rock 'N' Roll stage show at the Uptown for a week, including a Sunday without any city interference. . . . Benny Zimmerman and Dave Rubin are reported reopening the Carmen the end of the month. . . . The 20th-Fox product show, "Forward With 20th Century-Fox," was held at the Fox this morning (May 8) at nine a.m. . . . Variety Club Tent 13 has scheduled the annual Johnny Night at Connie Mack Stadium for May 24, with the Phillies vs. Pittsburgh as the big league attraction. . . . Fritzie Getterman, 43, sister of Lester Krieger, theatre executive, died. She is also survived by her husband and a son.



Solomon M. Strausberg, left, president, Metropolitan Motion Picture Theatres Association, and Eugene Picker, right, vice-president, Loew's Theatres, Inc., and chairman of the executive committee, MMPTA, recently presented Frank Frasca, New York City, winner of the New York World Telegram and Sun's Academy Award Sweepstakes contest, with \$1,000 check.

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# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you\* are looking for a job, . . . or IF you\* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**WANTED—A MANAGER** for theatre with good run, midweek art policy, in Philadelphia suburb. Must have experience, good exploitation background. **BOX A51, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER AVAILABLE, 39, 15 years' experience** in all phases of theatre operation, desires New York or New Jersey location. **BOX A424, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**CAPABLE MANAGER WANTED.** Pleasant Southern resort area. Top proposition to man willing to work and produce. State qualifications first letter. **P. O. BOX 1427, New Orleans, La. (51)**

**THEATRE EXECUTIVE** desires move Miami, Florida area. Experienced both Drive-Ins; Indoors. Present position nine years. Home office, exploitation, supervisor. Top salary. Worth it! Best references. **BOX A58, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER-PROJECTIONIST AVAILABLE.** Experienced all phases theatre operation. Steady worker, non-drinker. Desires position in southern New England. **BOX B424, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**PROJECTIONIST AVAILABLE: 4 years' experience.** Single, reliable, sober. Good references. **RICHARD F. NELSON, 2328 Winchester Ave., Ashland, Ky. Phone: East 4-3340. (58)**

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**EXPERIENCED ASSISTANT MANAGER, qualified as Manager, desires position Philadelphia or suburbs.** Best references. Available immediately. Experience with Stanley Warner and Savar Corp. **BOX C58, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

Address all correspondence to—

**The A-MAN Corner**

{ Motion Picture Exhibitor  
246 N. Clarion St., Philadelphia 7, Pa.

**READING, PA., NEWS**—Stanley A. Ehman, a projectionist, and Ward W. Reese, trustee of a club, the Northmont Fellowship Association, were held for the Berks County grand jury after a hearing before Justice of the Peace Gordon B. Risheill. They were charged with showing lewd movies and with permitting a lewd and immoral show to be presented, respectively. The Pennsylvania Liquor Control Board, which issues licenses to social clubs, is the prosecutor in the case. Six films were seized. . . . Loew's Colonial, Bob Diem, manager, staged a morning show for children in the Easter holiday week. . . . The Tropicana Dancers appeared on the stage of the Strand, Clayton Evans, manager.

## Portland

The Boys Town of Italy premiere of "Around The World In 80 Days" in the Broadway proved a near sellout, with Monsignor J. Patrick Carroll-Abbing the recipient of a \$10,000 check, with more to be sent when proceeds are completely totaled. Circuit Court Judge Alfred T. Sulmonetti made the presentation on the stage. Linda Darnell and Rita Morena were up from Hollywood for the event. . . . Dick Condon, United Artists representative of Stanley Kramer, entertained the press in the Heathman Hotel. Condon showed special pictures taken on location in Spain on the various "Pride And The Passion" sets. Among guests were Wil Hudson, John Hamrick Theatres district manager; Thomas Walsh and Herb Royster, Broadway; and M. M. Mesher and Dick Newton, Paramount. . . . Earl Keate was in working on "Bachelor Party," earmarked for the Liberty.

## St. Louis

Operation and management of the Weeks, Dexter, Mo., has been assumed by Winfred Garner, in association with E. G. Bailey. . . . Paul Mason, operating lessee, was to reopen the Lions, Troy, Ill., last week. . . . H. A. Scheidker retired recently as city manager, Hannibal, Mo., for Frisina-Hannibal Theatres Company. He was a veteran of 30 years' service to the industry and has been succeeded in his last post, for the present, by J. Nepote, the circuit's field representative.

## San Antonio

Mrs. Esther Ruenes and her daughter, Mrs. Phil Brady, are to build a new drive-in at San Benito, Tex., in part-

## Plaza, Reading, Closed; Reopening Not Likely

**READING, PA.**—The Plaza here, plagued by labor troubles and litigation since its reopening in November, closed last fortnight, probably not to reopen.

In the five-month operation by Claude and Walter Finch, the theatre was picketed for employment of non-union projectionists and was raided by the police for exhibiting alleged "obscene" films. Arrested in March, the brothers were free on bail of \$150 each, pending a hearing before Alderman Harold C. Cooney.

The Finches, operators of a drive-in in Schuylkill County, Pa., said that it is unlikely the Plaza will be used again for theatrical exhibition.

## Veteran Paramount Executive Retires From Pittsburgh Post

**PITTSBURGH**—Three hundred exhibitors and distribution representatives gathered at the Carlton House here last week for a farewell testimonial dinner to David Kimelman, Paramount branch manager, who is retiring after 32 years with the company.

Bert Stearn, president, Cooperative Theatre Circuit and a long-time friend of Kimelman, was master-of-ceremonies at the dinner, which also served to welcome Eugene Jacobs as Kimelman's successor.

Principal speaker was Hugh Owen, vice-president, Paramount Film Distributing Corporation. Phil Isaacs, newly-named assistant eastern sales manager, accompanied Owen from New York. Howard G. Minsky, mid-east division manager, also was present.

nership with Ed Brady, who owns several theatres in the town. . . . R. L. Vaught reopened his Pioneer Drive-In, Cross Plains, Tex. . . . J. B. Seale purchased a new screen for his Plains, Lockney, Tex. . . . Concho Theatres applied to the San Angelo, Tex., City Commission for a cable TV permit there. . . . The Liberty, Gladewater, Tex., constructed in 1932 by E. E. Lutz, was reopened after remodeling. . . . The Cozy, Gladewater, Tex., has been renovated and re-equipped and will open under a new name, replacing the Gregg, according to W. G. Rike, city manager, Jefferson Amusement Company. . . . Construction of the new Trail Drive-In is nearing completion at Athens, Tex. Owner and operator will be Cliff Turner. . . . The Rialto, Cuero, Tex., was turned over to the Future Farmers of America for a one-day 4-H Club demonstration.

## Seattle

Vance Weskil lost his father and son within three days. His father, F. C. Weskil, died on a Sunday. On Wednesday, Terry Weskil, a Marine Corps pilot, died in a jet crash in southern California. . . . "Around The World In 80 Days" opened in the Blue Mouse. The local City of Hope group, which is a chapter of a non-sectarian national medical center in Duarte, Cal., sponsored the Northwest premiere. . . . Northwest Releasing is busy with plans for next season to bring in top talent.

## Washington

A host of Hollywood stars stopped off recently in Washington. Lauren Bacall was in for interview and appearance sessions on behalf of "Designing Woman," in Loew's Palace. James Stewart and Leland Hayward were in to promote Warners' "The Spirit Of St. Louis," at the Metropolitan. Kay Thompson made a store appearance at Woodward and Lothrop's in connection with "Funny Face," which opened in K-B's Ontario. Kim Hunter stopped over a few hours to hold a press, radio, and television interview to promote the RKO Keith's "The Young Stranger." Henry Fonda was in beating the drums about "12 Angry Men."



## The Editor Speaks

THE HAPPY MAGIC of Fred Astaire's dancing feet, the dramatic intensity of Ingrid Bergman's acting, the madcap antics of Jerry Lewis—which is best?



PAUL MANNING

DON'T RACK your brain! The answer is neither—or all. Which is to say that they can't be compared. Was Joe Louis better than Babe Ruth? It's the same kind of question.

YET EACH YEAR the cream of Hollywood's genius vies for coveted Academy Awards, and performances of every kind are lumped together. The judges reach a decision, certainly, and their awards are usually well merited. Nevertheless, the feeling here is that a wonderful moment of music on the screen, an uproarious comedy performance, a brilliant dramatic tour de force just can't compete fairly with one another.

EXHIBITORS throughout the world are currently voting in MOTION PICTURE EXHIBITOR's ninth annual INTERNATIONAL LAUREL AWARDS competition. Comedians, musical stars, dramatic actors, supporting players are competing, but with a difference.

THEY ARE COMPETING with others in the same field, and it is our belief that the winners have thereby won a more realistic victory. Entertainment is a wonderful abstract. It defies definition, and it is achieved in a variety of wondrous ways by a variety of different performers.

TO ALL LAUREL nominees, both before and behind the cameras, good luck. May you continue to provide the world with laughs, tears, and tapping feet.

**STUDIO SURVEY** appears every fourth Wednesday as a regular MOTION PICTURE EXHIBITOR department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 8141 Blackburn Ave., Los Angeles 48, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

# STUDIO SURVEY

Paul Manning, editorial director

Vol. 10, No. 5

May 8, 1957

# STUDIO SURVEY

## Motion Picture Exhibitor Laurel Awards Nominations

MGM's

### "THIS COULD BE THE NIGHT"

starring

JEAN SIMMONS, PAUL DOUGLAS, ANTHONY FRANCIOSA

with

JULIE WILSON, NEILE ADAMS, JOAN BLONDELL, J. CARROL NAISH,  
RAFAEL CAMPOS, ZASU PITTS

Produced by Joe Pasternak. Directed by Robert Wise.

Screen play by Isobel Lennart.

A CinemaScope production.

MGM's

### "SOMETHING OF VALUE"

starring

ROCK HEDSON, DANA WYNTER, SIDNEY POITIER

with

WENDY HILLER, JUANO HERNANDEZ, WILLIAM MARSHALL,  
ROBERT BEATTY, WALTER FITZGERALD

Produced by Pandro S. Berman. Directed by Richard Brooks.

Screen play by Richard Brooks, from the book by Robert C. Ruark.

20th CENTURY-FOX's

### "BOY ON A DOLPHIN"

starring

ALAN LADD, CLIFTON WEBB, SOPHIA LOREN

with

ALEXIS MINOTIS, JORGE MISTRAL, LAWRENCE NAISMITH,  
PIERO GIAGNONI, GERTRUDE FLYNN

Produced by Samuel G. Engel. Directed by Jean Negulesco.

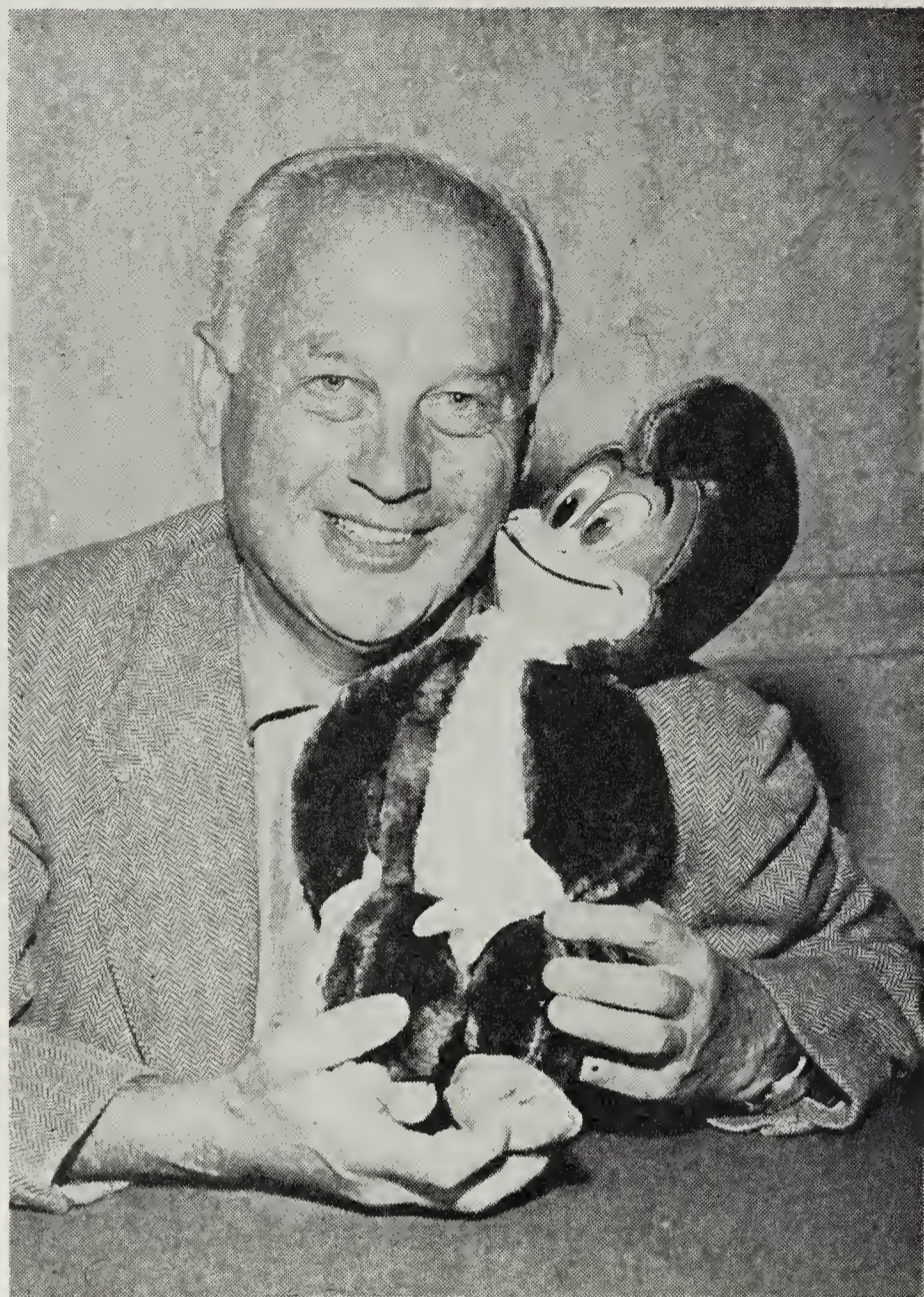
Screen play by Ivan Moffat and Dwight Taylor, from the novel by David Divine.

A CinemaScope production. Color by De Luxe.

# Walter Lantz: Dean Of Cartoonists



Above, Lantz is seen outside his Hollywood studio with some of his staff. Right, the producer poses with a model of the famous Woody Woodpecker.



PRODUCER WALTER LANTZ, dean of the animated film cartoonists, is going strong in his 41st year of motion picture production.

Lantz broke into the animated cartoon business in 1916, at age 16, he got a job with the late Gregory LaCava in New York, when the cartoon industry was in its infancy. At that time, Lantz was an ambitious art student without professional experience. For the old-timers who remember such early, and jerky, film cartoons as *The Katzenjammer Kids*, *Happy Hooligan*, *Krazy Kat*, and *Mutt And Jeff*, Lantz played a prominent part in the films' production.

Later, the J. R. Bray studio offered Lantz a better deal than the \$10 a week he was making with LaCava, and he started making films for Bray. Among the best-known cartoons which Lantz created and directed for Bray were *Pete The Pup*, *Dinky Doodle*, and the most famous of them all, *Colonel Hezka Liar*.

In these early films Lantz conceived the idea, which has been copied many times, of combining animation with live action. And, to cut costs, Lantz usually played the actor's role himself. That was in 1922. Today the producer enjoys many a chuckle as he sees himself cavorting on a television screen when the late shows reel off the old cartoons.

In Hollywood, the "Lantz Luck" is a well-known phrase. His "luck," however, really started in 1928 when he traveled across the country for a short vacation in Hollywood and Carl Laemmle offered him the job of running Universal's animated film cartoon department. Lantz stayed with Universal until he decided to form

## Pioneer Cartoonist Still Producing Famous Animated Film Characters After 41 Years



Walt Disney recently presented Lantz with a plaque from his colleagues, in recognition of his contributions to the industry.

his own company at the time that Universal was considering closing out its own cartoon department. The two got together and set up a deal whereby Lantz would produce cartoons on his own and Universal would handle the distribution. For the past two decades, this arrangement has been mutually profitable.

Today, Lantz owns his own ultra-modern studio in the heart of Hollywood. Staffed by a creative group of artists and technicians, it turns out 13 cartoons a year for Universal release. Seven of the 13 films are *Woody Woodpeckers*.

In keeping with the "Lantz Luck," there never would have been a celluloid *Woody Woodpecker* if it hadn't been for Lantz' wife, former actress Grace Stafford. To capsule a long story, a real woodpecker was driving Lantz crazy some years ago by knocking holes in the producer's mountain cabin. Completely exasperated, Lantz finally got out his gun and was about to blast the noisy and destructive bird when Grace interceded with the observation that the woodpecker would make a good cartoon character.

So, the woodpecker's life was saved and Lantz used him as a model for today's *Woody Woodpecker* who, from his first public screening, zoomed to stardom and has remained popular ever since, to such a degree that when one thinks of Walter Lantz he automatically is reminded of this top cartoon character, the ace of the producer's menagerie of mirth and merriment. *Woody* has been the star as well as the top money-maker of the stable since his creation a decade ago, and it appears that his popularity will not wane for many more years to come.

# Bartlett-Champion, Picture Makers



JOHN CHAMPION



HALL BARTLETT

IT HAS BEEN CHRONICLED so frequently as to have become almost a journalistic cliché that the ways Hollywood personalities manage to achieve their ambitions are strange. However different these ways may be, it cannot be denied that they are frequently interesting and colorful.

In the case of Hall Bartlett and John Champion, the two young men, freshly released from army service, decided to try their hands at acting in Hollywood. Strangely enough, they managed to get jobs. Each acted in three or four pictures. Their paths never crossed.

With this initial stint behind them, each had enough of the actor's part of Hollywood to realize that this was not for him. Both had become interested in the production end of the business. With considerable writing experience behind them, both decided to try the field. In the following years, one of them made five very successful pictures, the other four, equally successful, all of a widely varying nature. They still had not met.

Late in 1956, their paths accidentally crossed. Mutually they recognized that by their experience and with their thinking they complemented each other almost perfectly in the production field.

In March of 1957 was born Bartlett-Champion Pictures, another new, bright, and optimistic addition to the companies that make up the new trend toward independent picture making.

The welding of the two talents has been hailed by many commentators on the Hollywood scene as a reversal of the theory that has persisted for the past 25

years that the bigger a company is, the better its pictures will be. The basic theory of the new trend, exemplified by this company, is that a motion picture is primarily an art form, and as such should reflect the artistic capabilities of its principal makers, the writers, producers, and directors. Paramount was one of the first to recognize this, and jumped into the field with the signing of Bartlett-Champion.

The first picture under the new company's aegis will be "Zero Hour," from an original story by Arthur Hailey, with the screen play by Bartlett, Champion, and Hailey. Dana Andrews and Sterling Hayden lead the cast, and filming was to start May 6.

The second production will be "The Bronze Star," from a story by Rod Serling, who also has been signed to write the screen play.

The third story on Bartlett-Champion's slate will be "The Joe Foss Story," the true story of a boy who overcame personal obstacles to become one of the country's leading aces in World War II and a statesman. The fourth, "The Gunfight," is a western reported to carry many of the elements that contributed to the tremendous success of such pictures as "High Noon" and "The Treasure Of Sierra Madre."

Bartlett was born in 1922 in Kansas City, where his father is president of a grain company. Attending Yale University, where he earned a Phi Beta Kappa key, he played football, baseball, and tennis, and acted in several campus plays. He graduated in June of 1942, and was nomi-

nated for a Rhodes Scholarship, but in August of that year enlisted in the Navy. He was assigned to Naval Intelligence and, by the time of his discharge in 1947, was a full lieutenant. Coming to Hollywood, he managed to get roles in "Paleface," "Cyrano de Bergerac," "Jet Pilot," and "The Men." Through friendship with Stanley Kramer, he had the opportunity of studying and becoming interested in behind-the-camera work. In 1951, he abandoned the acting field and launched his first picture, "Navajo," followed by "Crazylegs," "Unchained," and "Drango," which he wrote, produced, and directed.

Champion was born in Denver in 1923, where his father, the late Lee R. Champion, was a jurist of the Colorado Supreme Court. Early, however, the family moved to Beverly Hills, where Champion was an athlete on the high school football and track teams, and also was editor of the school paper. He entered Stanford University to study law, but left two years later to learn to fly, later becoming one of the nation's youngest airline pilots. Following two years of service with the Air Transport Command, he came to Hollywood and his acting stint, which saw him appearing in "The Canterville Ghost" and "A Guy Named Joe." Intrigued by the production end of motion pictures, and after varied vicissitudes, including the usual one of fund-raising, he wrote and produced his first picture, "Panhandle." This was followed by "Stampede," "Hellgate," "Dragonfly Squadron," and "Shotgun," all made independently, some in connection with one or another major studio.

Some Laurel Award Nominees For 1957



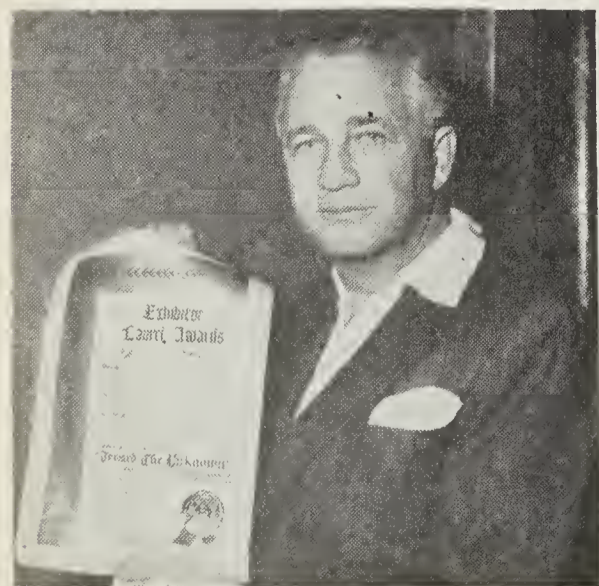
GEORGE STEVENS



CHARLES BRACKETT



WALTER LANG



MERVYN LEROY

# GOOD THINGS TO COME FROM HOLLYWOOD ...

## MGM's "Something Of Value"

MGM's "Something Of Value" is a motion picture made with truly indelible film. The tremendous dramatic impact of the story, produced and directed with great care by Pandro Berman and Richard Brooks, leaves one vibrating with tense excitement.

High praise must be paid to each member of the fine cast. Rock Hudson shows once again that his rise to stardom was a result of something far more substantial than mere good looks. This actor has become a sensitive and powerful force on the screen. Sidney Poitier as a negro native boy injects a rare and natural quality into his role, the life long friend of Hudson who joins the murderous Mau-Mau.

The others of the cast, which includes Dana Wynter, Wendy Hiller, and other excellent performers put emphasis on this grim story of a bloody war, which even today lurks behind-the-scenes in Africa. Based on the best seller by the celebrated novelist, Robert C. Ruark, this film provides much food for thought, particularly in the midst of today's unsettled times.

Photographed entirely on location in Africa, the stark black and white photography by cinematographer Russell Harlan, A.S.C., provides a powerful framework for the suspenseful drama to unfold. To my mind, it was a wise decision to forego the use of color, which is almost always used when filming in Africa. True drama has always been realized in shades of black and white.—P. M.



Seen are two dramatic scenes from MGM's powerful screen adaptation of Robert Ruark's best-seller, "Something Of Value," starring Rock Hudson, Dana Wynter, and Sidney Poitier. Bottom row, producer Pandro S. Berman and writer-director Richard Brooks.

## Wald Readies Seven For 20th-Fox In '57

NEW YORK—Jerry Wald, whose company has announced 18 pictures for 20th-Fox release, will have seven productions under way by the end of 1957, it was announced by Buddy Adler, executive head of production for the film company.

In addition to "An Affair To Remember," the CinemaScope-De Luxe Color drama with Cary Grant and Deborah

Kerr, and "Down Payment," starring Joanne Woodward, Jeffrey Hunter, Cameron Mitchell, Barbara Rush, Sheree North, and Tony Randall now in production, Wald will have five additional pictures before the CinemaScope cameras by the end of December.

Heading the list will be "Peyton Place," based on Grace Metalious' novel.

## Allied Artists

(1954-55 releases from 5501,  
1955-56 Releases from 5601)

- ATTACK OF THE CRAB MONSTERS—SFD—Richard Garland, Pamela Duncan, Russell Johnson—For the lower half—64m.—see April 17 issue Page 4313. (5703)
- BLONDE SINNER—D—Diana Dors, Michael Craig, Marcia Shaw—For the lower half—72m.—see Feb. 6 issue Page 4285—(English-made)—Leg.: B. (5635)
- CALLING HOMICIDE—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—see Sept. 19 issue Page 4225. (5624)
- CANYON RIVER—W—George Montgomery, Marcia Henderson, Peter Graves—Okay western—80m.—see Nov. 14 issue Page 4249—(CinemaScope)—(DeLuxe Color). (5620)
- CHAIN OF EVIDENCE—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—see Feb. 20 issue Page 4289. (5701)
- CRUEL TOWER, THE—MD—John Ericson, Mari Blanchard, Charles McGraw—Okay thriller for lower half—80m.—see Jan. 9 issue—Leg.: B. (5629)
- FIGHTING TROUBLE—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—see Dec. 26 issue Page 4265—Leg. of Decency B. (5623)
- FIRST TEXAN, THE—OD—Joel McCrea, Felicia Farr, Jeff Morrow—Well made historical meller—82m.—see June 27 issue Page 4181—(Technicolor)—(CinemaScope). (5615)
- FOOTSTEPS IN THE NIGHT—MYMD—Bill Elliott, Don Haggerty, Eleanor Tanin—Okay lower half entry—62m.—see April 3 issue Page 4305. (5708)
- FRIENDLY PERSUASION—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—see Oct. 3 issue Page 4229—(Color by DeLuxe). (5657)
- HIGH TERRACE—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—see Feb. 20 issue Page 4289 (English-made). (5630)
- HOLD BACK THE NIGHT—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—see Sept. 5 issue Page 4213. (5621)
- HOLD THAT HYPNOTIST—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys' series entry—61m.—see March 20 issue Page 4301. (5706)
- HOT SHOTS—C—Huntz Hall, Stanley Clements, Joi Lansing—Series average—61m.—see Feb. 20 issue Page 4289. (5632)
- LAST OF THE BADMEN—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—(CinemaScope)—(DeLuxe Color)—see March 6 issue. (5705)
- MAGNIFICENT ROUGHNECKS—MD—Jack Carson, Mickey Rooney, Nancy Gates—Standard lower half entry—75m.—see June 13 issue Page 4173. (5616)
- NAKED HILLS, THE—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—see Oct. 3 issue Page 4229—(PatheColor). (5605)
- NAVY WIFE—C—Joan Bennett, Gary Merrill, Shirley Yamaguchi—Comedy has angles—83m.—see June 27 issue Page 4181. (5611)
- NO PLACE TO HIDE—D—David Brian, Marsha Hunt, Hugh Corcoran—For the lower half—71m.—see July 25 issue Page 4189—(Color by DeLuxe)—(Made In The Philippines). (5603)
- NOT OF THIS EARTH—SFD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—see April 17 issue Page 4313. (5704)
- ROSE BOWL STORY THE—CD—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—see Dec. 12 issue Page 4261—(Color)—(Reissue). (5604)
- SCREAMING EAGLES—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—see Sept. 5 issue Page 4213. (5610)
- STRANGE INTRUDER—MD—Edmund Purdon, Ida Lupino, Ann Harding—Good adult post-war meller—82m.—see Nov. 28 issue Page 4257. (5619)
- SUDDEN DANGER—MYMD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—see Jan. 11 issue Page 4085. (5540)
- THREE FOR JAMIE DAWN—MD—Richard Carlson, Laraine Day, Ricardo Montalban—Names may help programmer—84m.—see June 27 issue Page 4181. (5618)
- THUNDERSTORM—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—see Sept. 5 issue Page 4213—Leg.: B—(Made In Spain). (5604)
- YAQUI DRUMS—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—see Sept. 19 issue Page 4225. (5625)
- YOUNG GUNS, THE—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—see Nov. 14 issue Page 4249—Leg.: 8. (5623)

### TO BE REVIEWED OR IN PRODUCTION

- AQUA DIVE GIRL—Mara Corday, Pat Conway. (5718)
- BADGE OF MARSHAL BRENNAN—Jim Davis, Arleen Whelan. (5713)
- CALYPSO JOE—Herb Jeffries, Angie Dickinson. (5715)
- DAUGHTER OF DR. JEKYLL—John Agar, Gloria Talbott—Leg.: B. (5710)
- DEATH IN SMALL DOSES—Peter Graves, Mala Powers, Merry Anders. (5717)
- DESTINATION 60,000—Preston Foster, Coleen Gray, Jeff Donnell. (5721)
- DINO—Sal Mineo, Brian Keith, Susan Kohner. (5721)
- DISEMBODIED, THE—Paul Burke, Allison Hayes. (5720)
- DRAGON WELLS MASSACRE—Barry Sullivan, Mona Freeman, Dennis O'Keefe, Katy Jurado—(Eastman Color)—(CinemaScope). (5709)
- HOT ROD RUMBLE—Leigh Snowden, Richard Hartunian, Brett Halsey. (5717)
- HUNCHBACK OF PARIS—Gina Lollobrigida, Anthony Quinn—(Made In France)—(CinemaScope). (5725)
- LET'S BE HAPPY—Vera Ellen, Tony Martin—(Color)—(CinemaScope)—(Made In England). (5707)
- LOVE IN THE AFTERNOON—Audrey Hepburn, Gary Cooper, Maurice Chevalier—(Made In France). (5719)

## MOTION PICTURE

# EXHIBITOR

## SERVISECTION

The Check-Up of all features and shorts for a 12-month period

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SECTION 2  
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MAY 8, 1957

- OKLAHOMAN, THE—Joel McCrea, Barbara Hale, Gloria Talbott—80m.—(Color)—(CinemaScope). (5712)
- PERSUADER, THE—William Talman, Kristine Miller, Craig. (5714)
- SPOOK CHASERS—Bowery Boys. (5716)
- STORM OUT OF THE WEST—Dale Robertson, Brian Keith, Rossana Rory. (5702)

## American International

- FEMALE JUNGLE—MYMD—Lawrence Tierney, John Caradine, Jayne Mansfield—Okay for the lower half—68m.—see May 30 issue Page 4169.
- FLESH AND THE SPUR—W—John Agar, Touch Connors, Marla English—Average western—80m.—see March 6 issue—(PatheColor).
- GIRLS IN PRISON—MD—Richard Denning, Joan Taylor—For the lower half—87m.—see Aug. 8 issue Page 4201.
- GUNSLINGER—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—see Aug. 8 issue Page 4201—(PatheColor).
- HOT-ROD GIRL—AD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles for some spots—75m.—see Aug. 8 issue Page 4201.
- IT CONQUERED THE WORLD—SFMD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—see Oct. 31 issue Page 4245.
- NAKED PARADISE—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—see Feb. 20 issue Page 4289—(Color)—(Filmed In Hawaii).
- OKLAHOMA WOMAN, THE—W—Richard Denning, Peggie Castle, Tudor Owen—Fair western—71m.—see May 30 issue Page 4169—(SuperScope).
- RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—see Nov. 14 issue Page 4249—Leg.: B.
- SHAKE, RATTLE AND ROCK—DMU—Fats Domino, Liso Gaye, Touch Connors—Exploitable programmer—77m.—see Nov. 14 issue Page 4249.
- SHE CREATURE, THE—SFMD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—see Oct. 31 issue Page 4245.
- UNDEAD, THE—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—see April 3 issue Page 4305.
- VOODOO WOMAN—MD—Marla English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—see April 3 issue Page 4305.

## KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	HISD—Historical drama
ACD—Action drama	MD—Melodrama
8ID—Biographical drama	MUC—Musical comedy
BIDMU—Biographical drama with music	MU—Musical
BUR—Burlesque	MUW—Musical western
C—Comedy	MY—Mystery
CAR—Cartoon feature	MYC—Mystery comedy
CD—Comedy drama	MYD—Mystery drama
CDMU—Comedy drama musical	MYMD—Mystery melodrama
CMU—Comedy musical	NOV—Novelty
COMP—Compilation	OPC—Operatic comedy
COSMD—Costume melodrama	OPD—Operatic drama
D—Drama	OD—Outdoor drama
DMU—Dramatic musical	OMD—Outdoor melodrama
DOC—Documentary	ROMC—Romantic comedy
ED—Educational feature	ROMCMU—Romantic comedy musical
F—Farce	ROMD—Romantic drama
FAN—Fantasy	SAT—Satire
FANMU—Fantasy musical	SFD—Science fiction drama
	TRAV—Travelogue
	W—Western

### TO BE REVIEWED OR IN PRODUCTION

- I WAS A TEENAGE WEREWOLF—Michael London, Yvonne Lime, Tony Marshall.
- INVASION OF THE SAUCER MEN—Steve Terrell, Gloria Castillo.
- ROCK ALL NIGHT—Dick Miller and The Platters, Barbour Morris.
- UNDERWATER GIRL—Mara Corday, Pat Conway.

## Associated

- FRONTIER GAMBLER—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—see Sept. 5 issue Page 4214.
- MAN BEAST—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—see Feb. 20 issue Page 4290.
- NAKED GUN—OD—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—see April 3 issue Page 4305.
- THREE OUTLAWS, THE—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—see Aug. 22 issue Page 4205—(Superscope 235). (5503)
- WILD DAKOTAS, THE—W—Bill Williams, Coleen Gray—Average western—73m.—see July 25 issue Page 4189.

## Astor

- DYNAMITERS, THE—MD—Wayne Morris, Patrick Holt, Sandra Dorne—For the lower half—75m.—see May 30 issue Page 4165—(Made In England).
- MEN OF SHERWOOD FOREST—MD—Don Taylor, Reginald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—see Sept. 5 issue Page 4214—(Eastman Color)—(English-made).
- PASSPORT TO TREASON—MD—Rod Cameron, Lois Maxwell, Clifford Evans—Program filler—80m.—see May 30 issue Page 4165—(Made In England).

## Buena Vista

(Walt Disney)

- CINDERELLA—CAR—Reissue is topnotch Disney—74m.—see Jan. 9 issue—(Technicolor)—(Reissue)—(Disney).
- DAVY CROCKETT AND THE RIVER PIRATES—MD—Fess Parker, Buddy Ebsen, Jeff York—Okay adventure film will need plenty of push—81m.—see July 25 issue Page 4189—(Technicolor).
- GREAT LOCOMOTIVE CHASE, THE—MD—Fess Parker, Jeffrey Hunter, Jeff York—Excellent action film will have to be sold—85m.—see May 30 issue Page 4165—(Technicolor)—(CinemaScope)—(Disney).
- IF ALL THE GUYS IN THE WORLD . . .—D—Andre Valmy, Jean Gaven, Marc Cassel—Exciting import—95m.—see May 1 issue Page 4317—(French-made)—(English titles).
- SECRETS OF LIFE—ED—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—see Oct. 31 issue Page 4241—(Technicolor); one reel In CinemaScope).
- WESTWARD HO, THE WAGONS—WMU—Fess Parker, Kathleen Crowley, Jeff York—Attractive western especially for younger set—90m.—see Dec. 26 issue Page 4265—(CinemaScope)—(Technicolor)—(Disney).
- YANG KWEI FEI—D—Japanese cast—For the art spots—92m.—see Oct. 31 issue Page 4241—(Eastman Color)—(Japanese made)—(English titles).

### TO BE REVIEWED OR IN PRODUCTION

- JOHNNY TREMAIN—Hal Stalmaster, Luana Patten—(Technicolor)—(Disney).
- OLD YELLER—Fess Parker, Jeff York, Dorothy McGuire—(Technicolor)—(Disney).
- SLEEPING BEAUTY—Walt Disney—(Technicolor)—(Technicolor).









SPRING REUNION—D—Dana Andrews, Betty Hutton, Jean Hagen—Moderate programmer has good name values—79m.—see April 3 issue Page 4308—(Bryna).  
**STAR OF INDIA—COSMD**—Cornel Wilde, Jean Wallace—Fair programmer has some angles—84m.—see May 16 issue Page 4159—(Technicolor)—(Made in Europe)—(Stross).  
**TOMAHAWK TRAIL—OD**—Chuck Connors, John Smith, Susan Cummings—Lower half filler—60m.—see Dec. 26 issue Page 4270—(Bel-Air).  
**TRAPEZE—D**—Burt Lancaster, Gina Lollobrigida, Tony Curtis—High Rating entry—105m.—see May 30 issue Page 4168—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Made in Europe)—(Hecht-Lancaster).  
**12 ANGRY MEN—D**—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—see March 6 issue—(Orion-Nova).  
**UNIDENTIFIED FLYING OBJECTS—DOC**—Interesting and exploitable documentary—92m.—see May 16 issue Page 4160—(Black and white with some color sequences)—(Greene).  
**VOODOO ISLAND—MD**—Boric Karloff, Beverly Tyler—Lower half horror entry—76m.—see Feb. 20 issue Page 4292—(Bel-Air).  
**WAR DRUMS—OD**—Lex Barker, Joan Taylor, Ben Johnson—Okay programmer—75m.—see April 3 issue Page 4308—(Color by DeLuxe)—(Bel-Air).  
**WILD PARTY, THE—D**—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art, specialty and exploitation houses—81m.—see Dec. 12 issue Page 4263—Leg.: B—(Security).

## TO BE REVIEWED OR IN PRODUCTION

**BAYOU**—Peter Graves, Lita Milan—88m.—(Fessler-Ripps).  
**BOP GIRL GOES CALYPSO**—Judy Tyler, Bobby Troup, Margo Woode—(Bel-Air).  
**BUCKSKIN LADY, THE—F**—Patricia Medina, Richard Denning, Gerald Mohr—(Bishop-Hittleman)—Leg.: B.  
**CALYPSO ISLAND—Marie Windsor, Vinca Edwards—(Made in B.W.I.)—(Security).**  
**CARELESS YEARS, THE—Natalie Trundy, Dean Stockwell, Catherine McLeod—(Bryna).**  
**ENEMY FROM SPACE—Brian Donlevy, Sidney James, John Longden—(Hinds).**  
**FUZZY PINK NIGHTGOWN, THE—Jane Russell, Keenan Wynn, Ralph Meeker—(Russ-Field).**  
**GAMBLING MAN—Dane Clark, Ben Cooper, Lori Nelson—(Bel-Air).**  
**GIRL IN THE BLACK STOCKINGS, THE—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air)—Leg.: B.**  
**GUN FEVER—Mark Stevens, Jana Davi—(Jackson-Weston).**  
**GUNSIGHT RIDGE—Joel McCrea, Mark Stevens, Joan Weldon—(Libra).**  
**HIDDEN FEAR—John Payne, Conrad Nagel, Natalie Norwick—(Made in Denmark)—(St. Aubrey-Kohn)—Leg.: B.**  
**JUNGLE HEAT—Lex Barker, Mari Blanchard—(Made in Hawaii)—(Bel-Air).**  
**LADY OF VENGEANCE—Dennis O'Keefe—(Balaban)—(English-made)—Leg.: B.**  
**LEGEND OF THE LOST—John Wayne, Sophia Loren—(Technirama)—(Bat-Jac).**  
**MONKEY ON MY BACK—Cameron Mitchell, Dianne Foster—(Small).**  
**MONSTER THAT CHALLENGED THE WORLD, THE—Tim Holt, Audrey Dalton, Hans Conreid—(Levy-Gardner-Laven).**  
**MONTE CARLO STORY, THE—Marlene Dietrich, Vittorio De Sica, Arthur O'Connell—(Technicolor)—(Anamorphoscope)—(Made in Monaco)—(Titanus).**  
**MY GUN IS QUICK—Robert Bray, Whitney Blake, Pamela Duncan—(Parklane).**  
**PARIS HOLIDAY—Bob Hope, Fernandel, Anita Eckberg—(Technirama)—(Eastman Color)—(Made in France)—(Tolda).**  
**PATHS OF GLORY—Kirk Douglas, Ralph Meeker, Adolphe Menjou—(Bryna)—(Made in Germany).**  
**PISTOLERO—Jack Palance—(Philip Waxman).**  
**PRIDE AND THE PASSION, THE—Cary Grant, Frank Sinatra, Sophia Loren—(Technicolor)—(VistaVision)—(Made in Spain)—(Kramer).**  
**QUIET AMERICAN, THE—Audie Murphy, Michael Redgrave, Georgia Moll—(Figaro)—(Made in Viet-Nam).**  
**RIDE OUT FOR REVENGE—Rory Calhoun, Gloria Grames, Lloyd Bridges—(Bryna).**  
**SAINTE JOAN—Richard Widmark, Richard Todd, Jean Seberg—(Preminger)—(English-made).**  
**SAVAGE PRINCESS—Dilip Kumar, Nimmi—(Indian-made)—(Print by Technicolor)—(Mehboob).**  
**STREET OF SINNERS—George Montgomery, Geraldine Brooks—(Security)—Leg.: B.**  
**SWEET SMELL OF SUCCESS, THE—Burt Lancaster, Tony Curtis, Susan Harrison—(Hecht-Hill-Lancaster).**  
**TIGER BY THE TAIL—Larry Parks, Constance Smith—(Canyon).**  
**TIME LIMIT—Richard Widmark, Richard Basehart, Dolores Michaels—(Heath).**  
**TROOPER HOOK—Joel McCrea, Barbara Stanwyck—(Fielding).**  
**VALERIE—Anita Ekberg, Anthony Steele, Sterling Hayden—(Makelim).**  
**VAMPIRE, THE—John Beal, Coleen Gray, Lydia Reed—(Gramercy).**

## Universal-International

(1955-56 releases from 5601;  
 1956-57 releases from 5701)

**AWAY ALL BOATS—MD—Jeff Chandler, George Nader, Julie Adams, Lex Barker—Bestseller filmization should hit the spot—114m.—see May 16 issue Page 4160—(Technicolor)—(VistaVision). (5626)**  
**BACK FROM ETERNITY—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—see Sept. 19 issue Page 4227. (703)—(RKO)**  
**BATTLE HYMN—BIOD—Rock Hudson, Dan Duryea, Martha Hyer—Well made entry should have wide appeal—108m.—see Dec. 26 issue Page 4270—(CinemaScope)—(Technicolor). (5712)**

**BEHIND THE HIGH WALL—MD—Tom Tully, Sylvia Sydney, Betty Lynn—Different prison yarn for program—85m.—see June 13 issue Page 4176. (5629)**  
**BEYOND A REASONABLE DOUBT—MD—Dana Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—see Sept. 19 issue Page 4227. (702)—(RKO)**  
**BRAVE ONE, THE—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—see Oct. 3 issue Page 4231—(CinemaScope)—(Technicolor)—(Filmed in Mexico). (706)—(RKO)**  
**BUNDLE OF JOY—CMU—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—see Dec. 12 issue Page 4262—(Technicolor). (710)—(RKO)**  
**CONGO CROSSING—MD—Virginia Maya, George Nader, Peter Lorre—Actionful programmer—85m.—see June 13 issue Page 4176—(Technicolor). (5623)**  
**CURUCU, BEAST OF THE AMAZON—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—see Nov. 14 issue Page 4251—(Eastman color)—(Filmed in Brazil)—Leg.: B. (5703)**  
**DEADLY MANTIS, THE—SFD—Craig Stevens, William Hopper, Alix Talton—Fair lower half offering—78m.—see April 3 issue Page 4309. (5719)**  
**DEATH OF A SOUNDR—D—George Sanders, Yvonne DeCarlo, Victor Jory—Interesting drama has names and exploitable story values—119m.—see Nov. 14 issue Page 4250. (707)—(RKO)**  
**EDGE OF HELL—D—Hugo Haas, Francesca De Scaffa—For the lower half or the art and specialty spots—78m.—see July 25 issue Page 4191. (5633)**  
**EVERYTHING BUT THE TRUTH—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertimento—83m.—see Nov. 14 issue Page 4251—(Eastman Color). (5704)**  
**FIRST TRAVELING SALESLADY, THE—C—Ginger Rogers, Barry Nelson, Carol Channing—Moderate, light-hearted offering has good name values—92m.—see Sept. 5 issue Page 4206—(Print by Technicolor). (701)—(RKO)**  
**FOUR GIRLS IN TOWN—CD—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—see Dec. 12 issue Page 4263—(Technicolor)—(CinemaScope)—Leg.: B. (5706)**  
**FRANCIS IN THE HAUNTED HOUSE—C—Mickey Rooney, Virginia Welles, Paul Cavanagh—Okay series entry—80m.—see July 25 issue Page 4191 (5625)**  
**GIRL IN THE KREMLIN, THE—MD—Lex Barker, Zsa Zsa Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—see May 1 issue Page 4319. (5718)**  
**GREAT DAY IN THE MORNING—OD—Virginia Mayo, Robert Stack, Ruth Roman—Outdoor action entry has angles—92m.—see May 30 issue Page 4167—Leg.: B—(Technicolor)—(SuperScope). (613)—(RKO)**  
**GREAT MAN, THE—D—Jose Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—see Nov. 28 issue Page 4259. (5708)**  
**GUN FOR A COWARD—OD—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoor fans—88m.—see Dec. 26 issue Page 4271—(CinemaScope)—(Eastman Color). (5711)**  
**INCREDIBLE SHRINKING MAN, THE—SFD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fiction entry—81m.—see Feb. 6 issue Page 4287. (5715)**  
**I'VE LIVED BEFORE—D—Jock Mahoney, Leigh Snowden, Ann Harding—For the lower half—82m.—see July 25 issue Page 4191. (5632)**  
**ISTANBUL—MD—Errol Flynn, Cornell Borchers, John Bentley—Okay programmer has Flynn name to help—84m.—see Jan. 23 issue Page 4279—(Technicolor)—(CinemaScope). (5709)**  
**JOE BUTTERFLY—C—Audie Murphy, George Nader, Keenan Wynn, Kiekie Shima—Highly amusing entry of G.I. occupation of Japan—90m.—see May 1 issue Page 4320—(CinemaScope)—(Technicolor)—(Filmed in Japan). (5723)**  
**KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Reissue of outdoor action show should do okay—80m.—see May 16 issue Page 4160—(Technicolor). (5688)**  
**KELLY AND ME—D—Van Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—see Jan. 23 issue Page 4279—(Technicolor)—(CinemaScope). (5714)**  
**KILLERS, THE—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—see Sept. 19 issue Page 4227. (5781)**  
**LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea, Shelley Winters—Good meller reissue—89m.—see July 25 issue Page 4192. (5685)**  
**MAN AFRAID—MD—George Nader, Phyllis Thaxter, Tim Hovey—Good programmer—84m.—see April 17 issue Page 4314—(CinemaScope). (5720)**  
**MAN IN THE VAULT—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—see Dec. 26 issue Page 4267. (709)—(RKO)**  
**MISTER CORY—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—see Jan. 23 issue Page 4280—(CinemaScope)—(Eastman Color) Leg.: B. (5713)**  
**MOLE PEOPLE, THE—SFD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—see Nov. 14 issue Page 4252. (5702)**  
**NIGHT RUNNER, THE—MD—Ray Danton, Colleen Miller, Merry Anders—Psychological drama for lower half—79m.—see Jan. 23 issue Page 4280. (5710)**  
**PILLARS OF THE SKY—MD—Jeff Chandler, Dorothy Malone, Ward Bond—Cavalry versus Indians has angles and possibilities—95m.—see Aug. 8 issue Page 4199—(Print by Technicolor)—(CinemaScope). (5630)**  
**PUBLIC PIGEON No. 1—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skelton entry—79m.—see May 1 issue Page 4320—(Technicolor) (708)—(RKO)**  
**RAW EDGE—W—Rory Calhoun, Yvonne de Carlo, Mara Corday, Rex Reason—Okay western—76m.—see July 25 issue Page 4192—Leg.: B—(Print by Technicolor). (5628)**  
**RAWHIDE YEARS, THE—OD—Tony Curtis, Coleen Miller, Arthur Kennedy—Action entry entertains—85m.—see May 30 issue Page 4169—(Print by Technicolor). (5622)**

**ROCK, PRETTY BABY—DMU—Sal Mineo, John Saxon, Luana Patten—Juveniles should be real "gone" on this one—89m.—see Nov. 28 issue Page 4259—Leg.: B. (5707)**  
**SHAKEDOWN—MD—Howard Duff, Brian Donlevy, Peggy Dow—Meller reissue has names to help—80m.—see July 25 issue Page 4192. (5686)**  
**SHOWDOWN AT ABILENE—W—Jock Mahoney, Martha Hyer, Lyle Bettger—Good western—80m.—see Aug. 22 issue Page 4206—Leg.: B—(Print by Technicolor). (5631)**  
**SIMON AND LAURA—C—Peter Finch, Kay Kendall—For the art and specialty spots and some programs—91m.—see July 11 issue Page 4186—Leg.: B—(Color by Technicolor)—(VistaVision)—(English-made). (5682)**  
**SLEEPING CITY, THE—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—see Sept. 19 issue Page 4227. (5782)**  
**STAR IN THE DUST—W—John Agar, Mamie Van Doren, Richard Boone—Good western—80m.—see May 16 issue Page 4160—(Print by Technicolor). (5620)**  
**TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Names should help reissue—109m.—see May 16 issue Page 4161—(Technicolor). (5687)**  
**TARANTULA—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—see Nov. 16 issue Page 4063. (5605)**  
**TATTERED DRESS, THE—D—Jeff Chandler, Jeanne Crain, Jack Carson—Highly interesting entry—93m.—see March 6 issue—(CinemaScope). (5716)**  
**TENSION AT TABLE ROCK—OD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—see Oct. 3 issue Page 4231—(Technicolor). (704)—(RKO)**  
**UNGUARDED MOMENT, THE—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—see Sept. 5 issue Page 4217—(Print by Technicolor). (5701)**  
**WALK THE PROUD LAND—W—Audie Murphy, Anne Bancroft, Pat Crowley—Interesting entry—88m.—see July 25 issue Page 4192—(Print by Technicolor)—(CinemaScope). (5627)**  
**WHILE THE CITY SLEEPS—MD—Dana Andrews, Ida Lupino, Rhonda Fleming, George Sanders—Fast-moving, interesting meller—100m.—see May 16 issue Page 4158—Leg.: B. (615)—(RKO)**  
**WRITTEN ON THE WIND—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—see Oct. 3 issue Page 4234—(Technicolor). (5703)**  
**YOUNG STRANGER, THE—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—see Feb. 20 issue Page 4292. (711)—(RKO)**

## TO BE REVIEWED OR IN PRODUCTION

**BADGE OF EVIL—Charlton Heston, Orson Welles, Janet Leigh.**  
**CYCLOPS—James Craig, Gloria Talbot, Lon Chaney. (712)—(RKO)**  
**DARK SHORE, THE—George Nader, Cornell Borchers—(CinemaScope).**  
**DAY THEY GAVE BABIES AWAY, THE—Cameron Mitchell, Glynis Johns—(Eastman Color). (RKO)**  
**DOCTOR AT LARGE—Dirk Bogarde, Muriel Pavlow, Donald Sinden—(English-made)—(Rank).**  
**ESCAPADE IN JAPAN—Teresa Wright, Cameron Mitchell—(Color)—(Made in Japan). (RKO)**  
**GIRL MOST LIKELY, THE—Jane Powell, Kaye Ballard, Tommy Noonan, Cliff Robertson. (RKO)**  
**INTERLUDE—June Allyson, Rossano Brazzi—(CinemaScope)—(Technicolor)—(Made in Germany).**  
**I MARRIED A WOMAN—George Gobel, Diana Dors, Jessie Royce Landis. (RKO)**  
**JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor). (RKO)**  
**JOE DAKOTA—Jock Mahoney, Luana Patten—(Eastman Color).**  
**KETTLES ON OLD MACDONALD'S FARM, THE—Marjorie Main, Parker Fennelly, Gloria Talbot.**  
**LADY TAKES A FLYER—Lana Turner, Jeff Chandler—(CinemaScope)—(Color).**  
**LAND UNKNOWN, THE—Jock Mahoney, Shawn Smith—(CinemaScope).**  
**LAW OF THE TRIGGER, THE—Fred MacMurray, John Weldon, John Ericson—(CinemaScope).**  
**MAN OF A THOUSAND FACES, THE—James Cagney, Dorothy Malone, Jane Greer—(CinemaScope).**  
**MAN WHO ROCKED THE BOAT, THE—Richard Egan, Jan Sterling, Dan Duryea—(CinemaScope).**  
**MIDNIGHT STORY, THE—Tony Curtis, Gilbert Roland, Marisa Pavan—(CinemaScope).**  
**MONOLITH—Grant Williams, Lola Albright.**  
**MY MAN GODFREY—June Allyson, David Niven, Martha Hyer—(Technicolor)—(CinemaScope).**  
**NIGHT PASSAGE—James Stewart, Audie Murphy, Dianne Foster—(Technirama).**  
**PAY THE DEVIL—Jeff Chandler, Orson Welles, Colleen Miller—(CinemaScope).**  
**PYLON—Rock Hudson, Robert Stack, Dorothy Malone—(CinemaScope).**  
**QUANTEZ—Fred MacMurray, Dorothy Malone—(Eastman-color)—(CinemaScope).**  
**RUN OF THE ARROW—Rod Steiger, Sarita Montiel—(Technicolor). (RKO)**  
**SLIM CARTER—Jock Mahoney, Julie Adams, Tim Hovey—(Color).**  
**TAMMY AND THE BACHELOR—Debbie Reynolds, Leslie Nielsen—(Technicolor)—(CinemaScope).**  
**THAT NIGHT—John Beal, Augusta Dabney, Shepperd Strudwick. (716)—(RKO)**  
**UNHOLY WIFE, THE—Diana Dors, Rod Steiger, Tom Tryon—(Technicolor). (RKO)**  
**VIOLATORS, THE—Arthur O'Connell. (RKO)**

Warners

(1955-56 releases from 501, 1956-57 releases from 601)

AMAZON TRADER, THE—OD—John Sutton, Marla Fernanda—Interesting addition to the program—41m.—see Sept. 5 issue Page 4220—(WarnerColor). (4910)
AS LONG AS YOU'RE NEAR ME—D—O. W. Fischer, Marla Schell, Brigitte Horney—Slow moving import will appeal most to women—101m.—see June 27 issue—Page 4182—(German-made)—(Dubbed in English). (519)
BABY DOLL—CD—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—see Dec. 12 issue Page 4263—Leg.: C. (607)
BAD SEED, THE—D—Nancy Kelly, Patty McCormack, Henry Jones—Superior off-beat drama for discriminating audiences—129m.—see Sept. 5 issue Page 4199. (603)
BIG LAND, THE—OD—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in colorful outdoor show—93m.—see Feb. 6 issue Page 4287—(Warner Color). (610)
BRIGHT LEAF—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—see May 15 issue—(Reissue).
BURNING HILLS, THE—W—Tab Hunter, Natalie Wood, Skip Homeier—Good outdoor action meller—92m.—see Sept. 5 issue Page 4200—(WarnerColor)—(CinemaScope). (601)
CRY IN THE NIGHT, A—MD—Edmond O'Brien, Brian Donlevy, Natalie Wood—Average meller for the duellers 75m.—see Sept. 5 issue Page 4220 (602)
COUNTERFEIT PLAN, THE—MD—Zachary Scott, Peggie Castle, Mervyn Johns—Slow moving English meller has some familiar names; but is best suited for the lower half—79m.—see April 3 issue Page 4309 —(English-made). (612)
DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western reissue—94m.—see May 30 issue Page 4169. (522)
DISTANT DRUMS—MD—Gary Cooper, Marl Aldon—Reissue should do okay—101m.—see May 30 issue—Page 4169. (523)
EAST OF EDEN—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—see April 3 issue Page 4309—(Reissue)—(CinemaScope)—(WarnerColor)—(Print by Technicolor).
GIANT—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—see Oct. 17 issue Page 4239—(WarnerColor). (606)
GIRL HE LEFT BEHIND, THE—CD—Tab Hunter, Natalie Wood, Jessie Royce Landis—Highly amusing entry—103m.—see Nov. 14 issue Page 4252—Leg.: B. (605)
JIM THORPE—ALL-AMERICAN—BIOD—Burt Lancaster, Charles Bickford, Steve Cochran, Phyllis Thaxter—Names should land reissue in the better money—107m.—see May 15 issue—(Reissue).
MOBY DICK—D—Gregory Peck, Richard Basehart, Leo Genn—Filmization of famous literary work is impressive and has great potential—116m.—see July 11 issue Page 4187—(Color by Technicolor)—(Made in England). (521)
PARIS DOES STRANGE THINGS—F—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—see March 6 issue—(Technicolor)—(Made in France)—Leg.: B. (611)
REBEL WITHOUT A CAUSE—D—James Dean, Natalie Wood—Dean name should still keep this in the better money—111m.—see April 3 issue Page 4309 —(Reissue)—(CinemaScope)—(WarnerColor).
SANTIAGO—AD—Alan Ladd, Rosanna Podesta, Lloyd Nolan—Action spots should welcome new Ladd entry—93m.—see June 27 issue Page 4182—(WarnerColor). (524)
SATELLITE IN THE SKY—SFD—Kieron Moore, Lois Maxwell, Donald Wolfitt—Science-fiction entry has angles—85m.—see June 27 issue Page 4182—(WarnerColor)—(CinemaScope). (525)
SEVEN MEN FROM NOW—W—Randolph Scott, Gail Russell, Lee Marvin—Good western for program—78m.—see July 25 issue Page 4192—(WarnerColor). (526)
SHOOT-OUT AT MEDICINE BEND—OD—Randolph Scott, James Craig, Angie Dickinson—Okay Randolph Scott programmer—87m.—see April 17 issue Page 4315. (615)
SPIRIT OF ST. LOUIS, THE—HISD—James Stewart, Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—see March 6 issue—(CinemaScope)—(WarnerColor). (614)
STRANGERS ON A TRAIN—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—see May 15 issue—(Reissue).
TOP SECRET AFFAIR—C—Susan Hayward, Kirk Douglas, Paul Stewart—Highly amusing comedy—100m.—see Jan. 23 issue Page 4280—Leg.: B. (609)
TOWARD THE UNKNOWN—AD—William Holden, Lloyd Nolan, Virginia Leith—Well made and timely offering should register strongly at boxoffice—115m.—see Oct. 3 issue Page 4234—(WarnerColor). (604)
UNTAMED YOUTH—MDMU—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have considerable youth appeal—80m.—see April 3 issue Page 4309 (613)
WEST POINT STORY, THE—MUCD—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—see May 15 issue—(Reissue).
WINNING TEAM, THE—BIOD—Doris Day, Ronald Reagan, Frank Lovejoy—Name values should help reissue of baseball show—98m.—see May 15 issue—(Reissue).
WRONG MAN, THE—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—see Jan. 9 issue. (608)
YOUNG MAN WITH A HORN—DMU—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—see May 15 issue—(Reissue).

TO BE REVIEWED OR IN PRODUCTION

BAND OF ANGELS—Clark Gable, Yvonne DeCarlo—(WarnerColor).

BLACK PATCH—George Montgomery, Diane Brewster.
BLACK SCORPION—Richard Denning, Mara Corday—(Mexican-made).
BOMBERS B-52—Karl Malden, Natalie Wood—(WarnerColor)—(CinemaScope).
DARBY'S RANGERS—Etchika Choureau, James Garner, Jack Warden—(WarnerColor).
D. I., THE—Jack Webb, Don Dubbins, Jackie Loughery.
FACE IN THE CROWD, A—Andy Griffith, Patricia Neal.
HELEN MORGAN STORY, THE—Ann Blyth, Paul Newman, Richard Carlson—(CinemaScope).
LAFAYETTE ESCADRILLE—Tab Hunter, Etchika Choureau, J. Carroll Naish.
NO TIME FOR SERGEANTS—Andy Griffith, Myron McCormick, Nick Adams.
OLD MAN AND THE SEA, THE—Spencer Tracy—(WarnerColor)—(CinemaScope)—(Made in Cuba).
PAJAMA GAME, THE—Doris Day, John Raitt, Carol Haney—(WarnerColor).
PRINCE AND THE SHOWGIRL, THE—Marilyn Monroe, Laurence Olivier, Dame Sybil Thorndyke—(Technicolor)—(Made in England).
SAYONARA—Marlon Brando, Red Buttons, Patricia Owens (Technirama)—(Made in Japan).
STORY OF MANKIND, THE—Ronald Colman, Hedy Lamarr, Charles Coburn.

Miscellaneous

(Distributors' addresses will be furnished on request)
ALBERT SCHWEITZER—BIOD—Produced and directed by Jerone Hill; filmed by Erica Anderson; narration by Frederic March—Attractive biographical drama for art and specialty spots—80m.—see March 20 issue Page 4303—(Filmed in France and French Equatorial Africa)—(Eastman Color)—(de Rochemont).
BAGDAD AFTER MIDNIGHT—BUR—For exploitation, burlesque spots—60m.—see Oct. 31 issue Page 4245—(Sonney).
BIG FUN CARNIVAL, THE—NOV—Marian Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—see Jan. 23 issue Page 4281—(Artists Producers Associates).
CROWDED PARADISE—D—Hume Cronyn, Nancy Kelly—Well-made drama—94m.—see July 25 issue Page 4194—(Filmed in Puerto Rico)—(Tudor).
CURFEW BREAKERS—MD—Paul Kelly, Cathy Downs, Regis Toomey—Mild, inept expose of drug traffic among high school teenagers—70m.—see April 3 issue Page 4310—(Screen Guild).
DANCE HALL RACKET—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating exploitation spots—62m.—see Oct. 3 issue Page 4235—(Weiss).
DAUGHTER OF HORROR (Dementia)—MD—Adrienne Barret—Exploitation entry is only suited for particular situations—60m.—see Feb. 20 issue Page 4294—(E.P.I.).
FLESH MERCHANT, THE—MD—Fast buck stuff for exploitation spots—59m.—see Sept. 19 issue Page 4227 —(Sonney).
FORBIDDEN CARGO—MD—Satisfactory programmer—83m.—see June 13 issue Page 4176—(Jacon).
FRONTIER WOMAN—W—Cindy Carson, Lance Fuller, Ann Kelly—Indian thriller okay for duellers—80m.—see Jan. 9 issue—(Eastman color)—(Vistarama)—(Top).
ISLAND OF ALLAH—DOC—Interesting documentary-type drama—61m.—see July 25 issue Page 4194—(Color)—(Filmed in Arabia)—(Brenner).
IS YOUR HONEYMOON REALLY NECESSARY—C—Diana Dors—Pleasing bedroom farce—70m.—see Oct. 31 issue Page 4244—(English-made)—(Brenner).
KENTUCKY RIFLE—W—Chill Wills, Lance Fuller, Cathy Downs—Average western has angles—82m.—see Aug. 8 issue Page 4201—(Pathe Color)—(Wide Screen)—(Howco).
LOVE ME MADLY—CNOV—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—see Dec. 26 issue Page 4271—(Partly in color)—(McCarthy).
NAKED EYE, THE—DOC—Written, directed and produced by Louis Clyde Stoumen; narrated by Raymond Massey—Entry on photos, photography and the people who indulge therein, for the art and specialty spots—71m.—see May 1 issue Page 4320—(Black and white and color)—(Film Representations).
OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—see Oct. 19 issue Page 4051—Leg.: B—(Eastman Color)—(Todd-AO)—(Magna-Todd-AO).
OEDIPUS REX—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troupes, etc.—88m.—see Jan. 23 issue Page 4281 —(Filmed in Canada)—(Eastman color)—(Motion Picture Distributors).
ON THE BOWERY—DOC—Produced by Lionel Rogasin—Off-beat and interesting documentary for specialty spots—65m.—see April 17 issue Page 4315—(Rogasin).
ROCKIN' THE BLUES—MUNOV—Mantan Moreland, Fournie Miller, Hal Jackson—All Negro rock 'n' roll opus should click in some spots—66m.—see April 3 issue Page 4310—(Jewel).
SPELL OF THE HYPNOTIST—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—see Sept. 5 issue Page 4221—(Exploitation Productions).
THEY WHO DARE—MD—Dirk Bogarde, Aklm Tamloff—Interesting war entry—101m.—see Jan. 25 issue Page 4092—(Technicolor)—(Famous).
THRILLARAMA—NOVTRAV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—(Eastman color; print by Technicolor)—(Thrillarama).
UNTAMED MISTRESS—NOV—Lower half exploitation subject—70m.—see Oct. 31 issue Page 4245—(Color)—(Ran Armond Ent.).
VIOLENT YEARS, THE—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—see Oct. 17 issue Page 4239—(Phoenix).
WALK THE DARK STREET—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—see Oct. 31 issue Page 4245—(Dominant).

WETBACKS—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—see Oct. 31 issue Page 4246—(Color)—(Gibraltar).

English Films

(Distributors' addresses will be furnished on request)

BLACK RIDER, THE—MD—Lower half filler—66m.—see June 13 issue Page 4176—(National Telefilm).
FIRE MAIDENS OF OUTER SPACE—SFD—Anthony Dexter, Susan Shaw, Paul Carpenter—For lower half of exploitation spots only—68m.—see June 27 issue Page 4183—(English-made)—(Saturn).
WEE GEORDIE—CD—Bill Travers, Alastair Sim, Norah Gorsen—Highly amusing entry—93m.—see Jan. 23 issue Page 4280—(English-made)—(Times).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELS OF DARKNESS—D—Linda Darnell, Anthony Quinn, Valentina Cortesa—Exploitation item—84m.—see Jan. 23 issue Page 4281—(Italian-made)—(Dubbed in English)—(Excelsior).
BULLFIGHT—COMP—Exciting documentary for art and specialty spots—75m.—see Aug. 8 issue Page 4200—(Janus).
DOCTORS, THE—D—Raymond Pellegrin—Good entry for art spots—92m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Union; Kingsley-Int.)—Leg.: B.
DON GIOVANNI—OP—Otto Edelmann, Elisabeth Grumner, Cesare Siepi—Filmed grand opera for art spots—153m.—see Feb. 20 issue Page 4293—(Eastman color)—(Made in Austria)—(Dung in Italian)—(Festival).
EVIL FOREST, THE—D—For the art spots and possible special showings—76½m.—see July 25 issue Page 4193—(Spanish-made)—(Dubbed in English)—Studio Films).
FRENCH CAN CAN—MU—Jean Gabin—Interesting import—93m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Technicolor)—(United Motion Picture Organization).
FRUITS OF SUMMER—C—Edwige Feuillere—Amusing comedy for art spots—102m.—see July 25 issue Page 4193—Leg.: C—(French-made)—(English titles)—(Ellis).
INSIDE A GIRLS' DORMITORY—CMD—Jean Marais, Francoise Arnoul—Amusing French who-done-it—100m.—see Nov. 14 issue Page 4252—(French-made)—(English titles)—(Ellis).
LA SORCIERE—D—Marina Vlady, Maurice Ronet, Nicole Courcel—Okay art house entry—97m.—see Jan. 23 issue Page 4281—(French-made; filmed in Sweden)—(English titles)—(Ellis).
LEGENDS OF ANIKA—D—Art house filler—85m.—see June 13 issue Page 4177—(Yugoslavian-made)—(English titles)—(Grand Prize).
LOST CONTINENT, THE—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—see April 3 issue Page 4310—(Italian-made)—(Filmed in Indonesia and Malaya)—(CinemaScope)—(Ferraniacolor)—(Lopert).
MARCELINO—D—Pablito Calvo—Interesting, charming import—90m.—see Oct. 31 issue Page 4245—(Spanish-made; English titles)—(UMPO).
MY SEVEN LITTLE SINS—C—Maurice Chevalier—Cute, amusing import for art, specialty spots—98m.—see July 25 issue Page 4193—Leg.: B—(Ferraniacolor)—(A French-Italian Production)—(English titles)—(Kingsley International).
OBERSTEIGER DER (THE FOREMAN)—OPC—Walter Janssen, Josefip Kipper, Hans Holt—Cute entry for foreign language and art spots—98m.—see Dec. 26 issue Page 4271—(Austrian-made)—(English titles)—(Casino).
PANTALOONS—C—Fernandel, Erno Crisa, Carmen Sevilla—Amusing import with Fernandel—93m.—see Feb. 20 issue Page 4293—(Technicolor)—(French-made)—(English titles)—(U.M.P.O.)—Leg.: B.
PHANTOM HORSE, THE—Well-made import—90m.—see Sept. 5 issue Page 4220—(Eastman Color)—(Japanese-made)—(English titles)—(Edward Harrison).
PROUD AND THE BEAUTIFUL, THE—D—Michele Morgan, Gerard Philippe—Off-beat import of the realistic school is strictly for art spots—93m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(Filmed in Mexico)—(Kingsley-International).
RIFIPI—MD—Jean Servais—High rating import could go into some conventional spots as well as art houses—116m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(UMPO).
ROSANNA—D—Rosanna Podesta—For the art and specialty houses—72m.—see July 25 issue Page 4193—Leg.: C—(Italian-made)—(Dubbed in English)—(Jacon).
ROYAL AFFAIRS IN VERSAILLES—HISD—Sacha Guitry, Claudette Colbert, Orson Welles—Lengthy tale of French nobility for art and specialty spots—152m.—see May 1 issue Page 4320—(French-made)—(English titles)—(Eastman color)—(Times).
TEL AVIV TAXI—C—Israeli cast—Fair comedy—70m.—see Feb. 20 issue Page 4293—(Filmed in Israel)—(English dialogue)—(Principal).
TEMPEST IN THE FLESH—D—Francoise Arnoul, Raymond Pellegrin, Philippe LeMaire—Highly effective adult import for the art spots—92m.—see Feb. 20 issue Page 4294—(French-made)—(English titles)—(Pacemaker).
TWO LOVES HAD I—BIDMU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—see Dec. 26 issue Page 4271—(Italian-made)—(English dialogue)—(Color by Technicolor)—(Jacon).
VITELLONI—D—Franco Fabrizi, Leonora Ruffo, Franco Interlenghi—Interesting import—103m.—see Dec. 12 issue Page 4263—(Italian-made)—(English titles)—(API Prod.)—Leg.: B.
WHITE SHEIK, THE—C—Alberto Sordi, Brunella Bovo, Leopoldo Trieste—Highly amusing import—86m.—see April 3 issue Page 4310—(Italian-made)—(English title)—(Janus)—Leg.: B.





**PROMISED FOR EARLY RELEASE**

A.A.	COLUMBIA	M.O.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Chain Of Evidence Bill Elliott, James Lydon, Claudia Barrett	The Silent World (TC) (French-made) Documentary	Ten Thousand Bedrooms (CS-MC) Dean Martin, Anna Marie Alberghetti, Eva Bartok	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	(Now available through Universal)	Tears For Simon (Trucolor) David Farrar, Julie Arnall (English-made)	The Quiet Gun Forrest Tucker, Mara Corday (Regalscope)	Hit And Run Cleo Moore, Hugo Haas (Haas)	Battle Hymn (CS-TC) Rock Hudson, Martha Hyer, Dan Duryea	The Wrong Man Henry Fonda, Vera Miles	Rock, Rock, Rock (DCA) Alan Freed, LaVern Baker, Frankie Lyman and Teenagers
Not Of This Earth Paul Birch, Beverly Garland	Don't Knock The Rock Bill Haley and his Comets	Hot Summer Night Leslie Nielsen, Coleen Miller	The Search For Bridley Murphy (VV) Teresa Wright, Louis Hayward	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Above Us The Waves (English-made) John Mills (English-made)	The Storm Rider Scott Brady, Mala Powers	The Night Runner Ray Danton, Colleen Miller	Top Secret Affair Kirk Douglas, Susan Hayward	The Big Land (WC) Alan Ladd, Virginia Mayo, Edmond O'Brien	Runaway Daughters (American-Int.) Marla English, John Lisle
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Nightfall Aldo Ray, Anne Bancroft	Invitation To The Dance (TC) Gene Kelly	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Back From Eternity Anita Ekberg, Robert Ryan	The Congress Dances (Trucolor-CS) (German-made)	Heaven Knows Mr. Allison (CS-DC) Deborah Kerr, Robert Mitchum	Gun For A Coward (CS-EC) Fred MacMurray, Janice Rule Jeffrey Hunter	Paris Does Strange Things (TC) Ingrid Bergman, Mel Ferrer (Made in France)	Rebel Without A Cause (RE) James Dean	Shohe, Ratna and Rock (American-Int.) Fats Domino, Lisa Gave
Last Of The Badmen (CS-Color) G. Montgomery, Meg Randall, Keith Larsen	Wicked As They Come Arlene Dahl, Herbert Marshall	Designing Woman (CS-Color) Gregory Peck, Lauren Bacal	Fear Strikes Out (VV) Anthony Perkins, Nanama Moore	The Brave One (CS-TC) Michel Ray	Duel At Apache Wells (Naturama) Anna Marie Alberghetti, Ben Cooper, Jim Davis	Break In The Circle Forrest Tucker, Eva Bartok	Kelly And Me (CS-TC) Van Johnson, Piper Laurie, Martha Hyer	The Spirit Of St. Louis (CS-WC) James Stewart	The Counterfeit Plan Zachary Scott, Peggie Castle (English-made)	Cinderella (RE) (TC) (Buena Vista Disney)
Hold That Hypnotist Bowery Boys	Full Of Life Judy Holliday, Richard Conte	The Vintage (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer	Funny Face (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Affair In Reno (Naturama) John Lund, Doris Singleton, John Archer	Boy On A Dolphin (CS-DC) Alan Ladd, Sophia Loren, Clifton Webb	The Incredible Shrinking Man Grant Williams, Randy Stuart	The Tattered Dress (CS) Jeff Chandler, Jeanne Crain, Jack Carson	Flesh and The Spur (Eastman Color) John Algar, Marla English (American-Int.)	Naked Paradise (Pathe Color) Richard Denning, Beverly Garland (American-Int.)
Footsteps In The Night Bill Elliott	Utah Blaine Rory Calhoun, Susan Cummings	Goslight (RE)	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Hell's Crossroads (Naturama) Stephen McNally, Peggie Castle, Barton MacLane	China Gate (CS) Gene Barry, Angie Dickson, Nat 'King' Cole	War Drums Lex Barker, Joan Tyler (Bel-Air)	The Undead Richard Garland, Pamela Duncan (American-Int.)	Voodoo Woman Marla English, Tom Conway, Touch Connors (American-Int.)	If All The Guys In The World (French-made) (Buena Vista)
The Badge Of Marshal Brennan Jim Davis, Arlene Whelan	The Shadow On The Window Betty Garrett, Phil Carey, John Barrymore, Jr.	The Postman Always Rings Twice (RE)	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	Spoilers Of The Forest (Naturama-Trucolor) Rod Cameron, Vera Ralston	Man In The Road Derek Farr, Ella Raines (English-made)	The Weapon Steve Cochran, Elizabeth Scott, Herbert Marshall	Monkey On My Back Cameron Mitchell, Dianne Foster (Small)	The Girl In The Kremlin Lex Barker, Zsa Zsa Gabor	The Deadly Mantis Craig Stevens
Dragon Wells Massacre (CS-Color) Barry Sullivan, McNa Freeman, Dennis O'Keefe, Katy Jurado	The Man Who Turned To Stone Victory Jory, Ann Doran	The Postman Always Rings Twice (RE)	Omar Khayyam (VV-TC) Carmel Wilmae, Debra Paget	The Young Stranger James MacArthur, Kim Hunter	Man In The Road Derek Farr, Ella Raines (English-made)	The Weapon Steve Cochran, Elizabeth Scott, Herbert Marshall	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Untamed Youth Mamie Van Doren, Lori Nelson, John Russell	Shoot Out At Medicine Bend Fandolph Scott, James Craig, Angie Dickinson	Reach For The Sky Kenneth More, (English-made) (Rank)
The Persuader James Craig, Kristine Miller	Zombies Of Mora-Tau Allison Hayes, Maforie Eaton	Tarzan And The Lost Safari Gordon Scott, Betta St. John	The Buster Keaton Story (VV) Rhonda Fleming Donald O'Connor, Ann Blyth	Gunfight At The O.K. Corral (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Young Stranger James MacArthur, Kim Hunter	Man In The Road Derek Farr, Ella Raines (English-made)	The Buster Keaton Story (VV) Rhonda Fleming Donald O'Connor, Ann Blyth	Gunfight At The O.K. Corral (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken
Destination 60,000 Preston Foster, Jeff Donnell	Guns Of Fort Petticoot (TC) Audie Murphy, Kathryn Grant	This Could Be The Night (CS) Jean Simmons, Paul Douglas, Joan Blondell	The Little Hut (Color) Ava Gardner, Stewart Grainger, David Niven (Made in England)	The Seventh Sin (CS) Eleanor Parker, Bill Travers, George Sanders	Something Of Value Rock Hudson, Dana Wynter, Wendy Hiller	The Bride Goes Wild (RE)	Our Vines Have Tender Grapes (RE)	The Persuader James Craig, Kristine Miller	Zombies Of Mora-Tau Allison Hayes, Maforie Eaton	Guns Of Fort Petticoot (TC) Audie Murphy, Kathryn Grant
The Oklohamon (CS-Color) Joel McCrea, Barbara Hale	The Tall T (TC) Randolph Scott, Richard Boone, Maureen O'Sullivan	The Phantom Stogeoach William Bishop, Kathleen Crowley	The Strange One Een Gazzara, Julie Wilson	Abandon Ship Tyrone Power, Mai Zetterling, Lloyd Nolan (English-made)	Hellcats Of The Navy Ronald Reagan, Nancy Davis	Sierra Stronger Robert Duff, Gloria McChes	The Persuader James Craig, Kristine Miller	Destination 60,000 Preston Foster, Jeff Donnell	The Oklohamon (CS-Color) Joel McCrea, Barbara Hale	Storm Out Of The West Dale Robertson, Lois Maxwell, Derek Bond
Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	Spook Chasers Bowery Boys	Hot Rod Rumble Leigh Snowden, Wright King	Aquo Dive Girl Mara Corday, Pat Conway	Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	Spook Chasers Bowery Boys	Hot Rod Rumble Leigh Snowden, Wright King	Aquo Dive Girl Mara Corday, Pat Conway	Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	Spook Chasers Bowery Boys	Hot Rod Rumble Leigh Snowden, Wright King

THE N.S.S.  
PRIZE BABY

# SALUTES... SPYROS SKOURAS'



FIFTEEN  
YEAR  
LEADERSHIP

of



MOTION PICTURE

# EXHIBITOR

MAY 15, 1957

VOLUME 58

NUMBER 3

IN TWO SECTIONS

• THIS IS SECTION ONE



## *Spring Cleaning Needed*

editorial

## Allied Miffed By Compo Terms

(page 8)

## Senate Sees Ad Improvement

(page 9)

**AND FEATURING: SHOWMANSHIP  
SWEEPSTAKES**

← Frontier Theatres, Inc., Dallas, is preparing for its big June Jubilee, designed this year to attract the ladies back to the theatres. The campaign is a tribute to general manager Louis C. Higdon, top, and is being led by advertising manager L. E. "Eddie" Forester.

# BOMBSHELL BEST EXPLODES ON SCREEN!

*Filmed by M-G-M under  
military protection  
in Africa!*

M-G-M presents

## "SOMETHING OF VALUE"

starring

**ROCK HUDSON**  
**DANA WYNTER**  
**SIDNEY POITIER**

with

WENDY HILLER • JUANO HERNANDEZ • WILLIAM MARSHALL

Screen Play by RICHARD BROOKS

Based on the Book "SOMETHING OF VALUE" by ROBERT C. RUARK

Directed by RICHARD BROOKS

Produced by PANDRO S. BERMAN





# SELLER



## TRADE UNANIMOUS!

"In epic class. Big in all respects. Top star value in Rock Hudson." —M. P. DAILY

"Another M-G-M commercial success. Large pre-sold audience." —FILM DAILY

"Strong fare. Big business." —BOXOFFICE

"Greatly moving film." —VARIETY WEEKLY

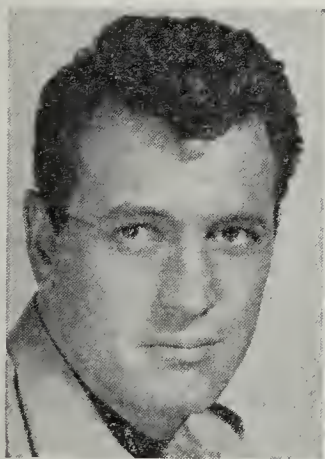
"Solid boxoffice values." —M. P. HERALD

"A superb job." —HOLLYWOOD REPORTER

"Highly suspenseful." —SHOWMEN'S TRADE REVIEW

"Absorbing! Exciting!" —M. P. EXHIBITOR

"Suspense-charged melodrama." —DAILY VARIETY



ROCK HUDSON  
ROCKS THE  
SCREEN!

# Letters . . .

**UNSOLICITED** • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## From PINEVILLE, KY.

I miss your "MOTION PICTURE EXHIBITOR" too much. Please renew my subscription for another year.

CHARLES MILLER  
Bell Theatre

**EDITOR'S NOTE:** *Just a case where it is good for a mister to be missed. Ouch!*

## From MALTA, MONT.

We wish we could have a bound volume of the editorials that have been carried in MOTION PICTURE EXHIBITOR. They sure hit the spot.

CARL W. VESETH  
Villa, Palace, Grand  
Harlem, Mont.

**EDITOR'S NOTE:** *Funny thing, but a lot of theatremen seem to share your enthusiasm. Wouldn't "bit the nail on the head" be another way of saying it? At any rate, thanks!*

## From KIESTER, MINN.

We always hate to hear bad news from "friends," and your statement ("FOUR PAGES OF FILM ADS . . . AND SHOWMANSHIP SWEEPSTAKES"—March 6 issue) in MOTION PICTURE EXHIBITOR sounds like that. While I am proud to be in the movie business, I am ashamed at times of the way film companies react to the hand that feeds them. Their lack of advertising in a trade paper that I wait for every week makes me wonder! I can't believe that they aren't smart enough to know that advertising is deductible from their income tax. The fact remains that film companies don't advertise enough.

Typical of this lack of advertising, in show business that thrives upon it, is the producers' failure to sponsor their own Academy Awards program once each year. This has always irked me! Here is a chance to display their own wares to the largest interested audience ever assembled, and they ride along on Oldsmobile's money. According to them, they "can't afford it!" But if they would just stop making all those little black-and-white "B" pictures that no one comes to see, they would soon save enough to more than pay for it. Those are the pictures that, should anyone make the mistake of leaving their living room TV sets to go out to see, chase them right back for at least equal entertainment—for free.

MRS. H. A. GIFFORD  
The Kee Theatre

**EDITOR'S NOTE:** *We have several letters on this same theme. MPE can*

*only hope that economic conditions within our industry permit us to return to the \$100 every week, instead of every month, at the earliest possible moment. We know that SHOWMANSHIP SWEEPSTAKES prizes are the greatest stimuli to showmanship interest ever conducted in the trade press.*

## From BURLINGTON, N. C.

Submitted herewith is a stunt that has helped us here and might be used by other theatres. We call it simply, SPIN TO WIN. On Thursday night of each week the driver of each car that enters the theatre has an opportunity to spin the wheel to try for free admissions on that night. We advertise this on our tape service and in our newspaper, and the response has been wonderful.



You can select from one to three numbers each week and even though there are not too many winners, people enjoy trying.

It's a gimmick to help the mid-week business.

I also wish to say that we receive all the trade magazines and that I personally enjoy MOTION PICTURE EXHIBITOR best of all.

FLOYD H. GAINOUS  
E-70 Drive-In

**EDITOR'S NOTE:** *We can see where the gambling instinct in most of us would like this one—and if the patron spins it himself it is certainly a game of skill. This is old time showmanship that is far better than "dollar-a-car" and "dusk-to-dawn." And thank you, Mr. Gainous, for your nice compliment. We try!*

## From FESTUS, MO.

The enclosed clipping ("LOOKING AND LISTENING"—Our Sunday Visitor, April 7) is refreshing because it makes you feel that someone is on your side—just once! And that all your work isn't in vain.

We enjoy the editorials in MOTION PICTURE EXHIBITOR very much, and feel that they do much good.

My husband is an old time exhibitor, having opened his first theatre here in 1911, and he really knows the ins and outs of theatre business. So keep up the good fight for us—especially for decent advertising. You have two strikes against you with unclean and misleading advertising.

MRS. MARY E. (Nancy M.) MILLER  
Miller Theatres

**EDITOR'S NOTE:** *The nearly full page column to which Mrs. Miller referred is authored each week by John E. Fitzgerald for use in this largest of all Catholic weeklies (2,500,000 readers). Mr. Fitzgerald seems to reflect an intelligent understanding of, and interest in, the problems that beset motion pictures, and seems not to be infected with the almost bigoted anti-industry feeling that dominates some of the writing by other Catholic columnists. In this particular column he takes to task an unnamed "managing editor of one of the most influential Catholic papers in the nation" (THE BROOKLYN TABLET), for listing 28 titles "from current motion pictures that can be seen by anyone" and claiming that through such films, "movie houses are stacked against parents and serve as a breeding ground for juvenile delinquency."*

*Mr. Fitzgerald asks for fair play, spoofs the thought that titles alone could cause delinquency of any kind, points out that 13 of the 28 "aren't around anymore" or even listed on current Legion of Decency lists, and labels some as being 20 years old. Mr. Fitzgerald's concluding observation is that: "Such irresponsible and downright unfair reporting doesn't belong in any Catholic paper—or any paper."*

*We are sort of proud of Mr. Fitzgerald, who we know reads, and from time to time, approves of, the frankness and honesty of the writing in MOTION PICTURE EXHIBITOR. When unfair potshots are taken at our industry, as Mrs. Miller says, it is good to "feel that someone is on your side—just once!"*

*And, anyone wanna bet that that unnamed "managing editor," when faced with the facts, won't apologize—in print?*

## From NEW YORK, N. Y.

Your wonderful editorial on the handling of "Heaven Knows, Mr. Allison" ("WHERE CREDIT IS DUE"—April 24) is greatly appreciated.

The film, because of its delicate and provocative theme, posed a challenge to both our production and merchandising organizations. That we were able to transfer the true quality of the story to the screen and in our advertising is reflected in the fine public support the production is enjoying everywhere.

It was not "the easy way," as you so aptly stated, but is indicative of the new techniques we are developing to better merchandise our attractions.

S. CHARLES EINFELD  
Vice-President, 20th Century-Fox



**SPRING HOUSECLEANING NEEDED?**

THE DEPARTMENT OF JUSTICE seems to be boasting of its alertness by waving a big carpet beater for the benefit of the newspapers, with charges against the film companies for compulsory block-booking to TV stations, when information at hand indicates that the TV stations had registered no complaints. It might be better for us all if they would look under the rugs and start a little spring housecleaning where it is more needed.

Current correspondence from theatremen, in many different distribution territories, indicates that many of the old abuses that brought on the Consent Decree, and several new interpolations ingeniously devised around the recent shortage of playable films, are again creating sales unfairness. Because spot checks in the field reflect that all of these gimmicks are not common to all territories, we doubt if they reflect national policies ordered by general sales executives. We do think that tough directives from the general sales executives to get top prices and lengthy playing time for films that are not producing corresponding top grosses may be forcing the "little people" at the exchange level to do things that they themselves know are both unfair and illegal.

Here are just a few examples:

(1) In an eastern territory, which we will be happy to put our finger on, there is a sales office that specializes in quoting prices on large lists of as many as 25 pictures. When the theatremen, for any reason, states that he can only use 10 or 15, the salesman tears up his worksheet on the 25, and puts down new higher prices on the fewer pictures, so that the gross cost of the 10 will be the same as that quoted on the 25. Any way you figure it, or alibi it, this is forcing features and therefore block booking.

(2) From quite a number of territories come complaints about being forced to bid for pictures in advance of any opportunity to see them, and even in advance of any review knowledge in the trade papers, because the trade papers have been given no opportunity to see them either. Some of these complaints claim that bids are demanded in April for pictures that won't be available for playdates until the Fourth of July. Some others complain of such "blind" bids, for an early availability that evaporates to weeks and months late, because "no print is available" after the bid has been awarded. And a really great number of others complain that their "national circuit" opposition gets a bidding advantage over them because, while no print is available for screening in their immediate film distribution territory, top executives of the "national circuit" are invited to the screenings of "work prints" in New York and on the coast, and can instruct their local management accordingly. With competition between multiple theatre owners not re-

stricted to one or more distribution territories, and between individual theatre owners native to only one location, we feel that there should *never* be an excuse for requiring bids *before* a screening is held that will give *all* bidders *the same* opportunity. Under any other circumstance, the courts are actually lending their decrees to the potential operation of unfairness. And possibly even to trustification.

(3) Another complaint that seems to be increasing day by day is the use of either a real or a manufactured "print shortage" in order to force sales demands. In some cases and on some pictures, it may be that a distributor has ordered its usual number of prints nationally, but that bad engineering of playdates, under which numerous multiple day-and-date runs call for more prints than exist, causes a national print scarcity. Such a case would occur only on a big picture, and would be the exception rather than the rule. But where some exchanges, with the booking book in front of the booker, have a policy of *never* being able to assure a print, and have a stock answer that: "We'll try to find a print for you," even on westerns and minor action shows, then there can only be the conclusion that many "print shortages" are deliberate, and planned as a means of putting further economic pressure on the customer.

Not too long ago there was a case in the Federal District Court based on an alleged shortage of prints, and the judge told the distributor defendant that theatres could rightfully expect to play pictures on their normal availability, and that the furnishing of prints *on a non-discriminatory basis* is the responsibility of the distributor. By contrast, we had a visitor the other day who had bid on a picture with an April 28 availability, was advised on April 30 he had won it, and at the same time was advised that "no print will be available" until May 15. With a neighboring town, operated by one of the "national circuits," getting both the same April 28 availability *and an April 28 print*, can you blame him for planning a trip to Washington?

There are more. But these are the most common. And there are lots of them.

So we must question the sincerity of intent of Assistant Attorney General Hansen, and of his movie "specialist," Mr. Silverman, when the Department of Justice pays no attention to evils like these, and hits the headlines with a TV block booking charge. Since so many newspapers own TV stations, the Department was certain to get a good press. But that was all!

Maybe it would be better for theatremen to write directly to their Congressmen in the future. They may be equally adept at ducking—but theatremen will at least be able to talk to them on election day.

**Jay Emanuel**

# ANOTHER DYNAMITE B.O. COMBO FROM COLUMBIA

THE COMPANY THAT HAS MADE A SCIENCE OF SCIENCE-FICTION PACKAGE PROMOTION!

GET IN **NOW** ON THE SATURATION PENETRATION THAT WILL MAKE PROMOTION HISTORY!

FLYING BEAST OUT OF PREHISTORIC SKIES!



## THE GIANT CLAW

starring  
**JEFF MORROW • MARA CORDAY**  
Written by SAMUEL NEWMAN and PAUL GANGELIN  
Technical Effects Created by RALPH HAMMERAS and GEORGE TEAGUE • Produced by SAM KATZMAN  
Directed by FRED F. SEARS  
A CLOVER PRODUCTION • A COLUMBIA PICTURE

Spectacular Devastation... As Winged Monster Ravages City After City!  
Bigger than a battleship... faster than a jetplane—nothing can stop the flying beast from 17,000,000 years ago!

Plus  
Z



MOST EXPLOSIVE SCIENCE-FICTION MOVIE EVER FILMED!

Nature goes mad!  
Mystery element threatens Earth!  
**SCIENCE FIGHTS BACK!**

## THE NIGHT THE WORLD EXPLODED!

starring  
**KATHRYN GRANT • WILLIAM LESLIE**  
Written by JACK NATTEFORD and LUCI WARD  
Produced by SAM KATZMAN • Directed by FRED F. SEARS  
A CLOVER PRODUCTION • A COLUMBIA PICTURE



AVAILABLE AS A PACKAGE OR AS SINGLES, OF COURSE!

MAMMOTH TV COVERAGE! TREMENDOUS RADIO CAMPAIGN! SHOCK-LOADED THEATRE TRAILERS! TERRIFIC NEWSPAPER ADS! ACCESSORIES! SENSATIONAL POSTERS!

# BROADWAY GROSSES

(As of this Monday)

## "Value" Stands Alone

NEW YORK—The Astor, with MGM's "Something Of Value," one of three new attractions, stood alone last weekend boxoffice-wise. Business was away below average in most of the Broadway first-run spots.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Way To The Gold" (20th-Fox). Paramount (\$47,654)\*—Opening week was anticipated at \$18,000.

"Boy On A Dolphin" (20th-Fox). Roxy (\$81,388)—Friday through Sunday accounted for \$31,579, with the last five and one-half days of the fourth week sure of \$41,000. Stage show.

"Funny Face" (Paramount). Radio City Music Hall (\$146,192)—Thursday through Sunday resulted in a count of \$75,000, with the seventh and last week bound to reach \$110,000. Stage show.

"The Little Hut" (MGM). Capitol (\$39,813)—This slipped to \$22,000 on the second week.

"The Living Idol" (MGM). Globe (\$11,854)—Last five days of the second week only \$5,000.

"Untamed Youth" (Warners). Mayfair (\$15,087)—Opening week hardly exciting with only \$8,000 reported.

"The Bachelor Party" (UA). Victoria (\$21,930)—Fifth week down to \$17,000.

"Something Of Value" (MGM). Astor (\$24,578)—Only excitement on street with \$32,000 in sight for opening session.

"The Ride Back" (UA). Loew's State (\$18,644)—Second and last week dropped to \$8,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

## No DST For Columbus

COLUMBUS, OHIO—The defeat of a Columbus, Ohio, charter amendment to establish Daylight Saving Time by a two to one margin in the May 7 primary was a signal victory for theatremen, who fought against the proposal.

The successful fight was led by Robert Wile, secretary, Independent Theatre Owners of Ohio. The vote was 40,781 against and 21,713 for the amendment.

Several central Ohio towns which planned to adopt DST if Columbus voters chose fast time will remain on eastern standard time.

# I N D E X

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May 15, 1957

## FCC Sidetracks Toll-TV

WASHINGTON—It was apparent last fortnight that toll-television was off the current calendar of the Federal Communications Commission.

The Commissioners scheduled no session to discuss the proposal that experimental subscription licenses be issued in selected marketing areas. They are marking time on the contentious issue which has been aggravated by pending legislation to make coinbox programs illegal, plus a letter from an important committee chairman advising the FCC that it may lack legal power to issue the requested permits, and, if it has such authority, it should not be exercised until Congress legislates in the field of pay-TV.

## Wage Bill "Ambiguous"

WASHINGTON—It was indicated last fortnight that the Senate Labor Committee would be asked to say, pointblank, whether a compromise wage hour bill reported covers movie theatre employment, and, if so, under what conditions.

A. Julian Brylawski, spokesman for the industry in wage labor legislation, said he finds the draft prepared by Senator John F. Kennedy "ambiguous."



# The NEW YORK Scene

By Mel Konecuff

THE BIG SHOW: Exhibitors will always have a kind thought for the Roxy Theatre when they think back for it was here that they were introduced to CinemaScope. CinemaScope 55, and then to 20th Century-Fox's expanded production program in these days of meditation, calculation, and hesitation.

It was at this Broadway showcase that exhibitors and press representatives last week gathered to look at the longest trailer in the history of the motion picture industry, one that ran 110

minutes and was in color and in CinemaScope. To illustrate how interesting was the content, we sat next to someone who had an appointment he had to keep about half-way through. He became so absorbed by what he saw that the time slid by, and he said, "to heck with the appointment," and sat through until the end.

Exhibitors we talked with had nothing but praise for Spyros Skouras and the program he presented. They were impressed with the line-up of 55 releases over a 12-month period, and they liked what they saw projected for the future, in 1958.

For those of you who missed the showing, it contained a welcoming address by Skouras, head of production Buddy Adler introducing the various producers of films, as well as some samples of films they have in work or will put before the cameras shortly, a discussion of the sales outlook by general sales manager Alex Harrison, some top advertising and publicity campaigns discussed by ad-pub vice-president Charles Einfeld, etc.

As one wag put it, another company could have turned out three features using the film and money spent by Fox on this presentation. Exhibitors, however, thought it was worth it and took heart, which is half the battle won.

PRODUCTION NOTE: We were able to fit in a shortie junket to Governor's Island in New York Bay where Richard Widmark is shooting exteriors for his forthcoming production, "Time Limit," a United Artists release. Widmark is co-producing with William Reynolds and is being directed by actor Karl Malden. It's the latter's first directional effort, and his assistant is Don Kranze, that up-and-coming lad.

We witnessed Widmark in Colonel's uniform with chestful of decorations being photographed here, there, and the other place, with most of the extras and walk-ons being handled by Army personnel and their wives. This, we understand, doesn't violate union regulations as long as they don't talk. We even saw Widmark receive a couple of salutes from passing privates, who did a double take and scratched their heads in wonderment.

In line with this, we understand that a Lieutenant Colonel was sent on from Washington to act as technical director, and he appeared on the set wearing a conspicuous badge on which was printed "I'm For Real." The good Colonel explained that the inno-

(Continued on page 19)

# Allied Return To COMPO Fold Still Doubtful

## Exhib Group Questions Terms In COMPO Bid; Board Also Discusses Current Print Shortage

DETROIT—Allied's Board met here last week prior to the convention of the organization's Michigan unit; and took up such subjects as the return of the group to COMPO, arbitration, print shortages, etc.

The board voted to suspend plans to rejoin COMPO upon receipt of a telegram from COMPO welcoming Allied's return but setting up some conditions which Allied considers a serious departure from terms previously agreed upon.

The COMPO wire was signed by A. Montague, Sam Pinanski, and Robert W. Coyne.

The principal objection, it was said, was to a provision for revision of the bylaws that voting in the COMPO governing committee would hereafter be by charter unit votes. Allied feels that this does not do justice to their strength and makes them equivalent only to various small organizations included in COMPO.

Another provision was that a contract of employment would first be entered into with Robert Coyne.

Consequently, the Allied board stated. "In the circumstances we could only declare the subject to be still open and again refer it to Allied's committee consisting of Messrs. Rembusch, Snaper and Myers to continue negotiations with COMPO representatives, if agreeable to the latter, or to observe developments and report at the next meeting of the board."

The board launched an attack upon the antitrust division of the Department of Justice and a resolution authorized Allied representatives to submit information to the antitrust subcommittee of House Committee on the Judiciary "and any other committees of the Congress conducting like inquiries, in hopes that the antitrust division may be stimulated to perform its duty . . . or that remedial legislation may be enacted."

Charts prepared by Robert A. Wile, executive secretary, ITO, Ohio, and reported to show availabilities and the way pictures have actually been distributed in 57 U. S. cities were studied by National Allied's board of directors at a meeting held here last fortnight at which various industry problems including arbitration were discussed.

The charts, which may form the basis for ultimate Allied action, have as an objective, according to president Julius M. Gordon, "to find out why there is so much print shortage." The board authorized Wile to continue compilation of his charts until the summer directors' meeting.

Gordon reported on the industry's preliminary arbitration plans and Allied's committee comprising Gordon, Abram F. Myers, Rube Shor, Abe Berenson, Nate Yamins, and Wilbur Snaper were instructed as how to proceed.

At the Michigan Allied banquet Gordon

## COMPO Ad Points Out Movie Industry Surge

NEW YORK—The 76th in the series of COMPO ads in *Editor and Publisher* calls attention to the fact that newspaper headlines are beginning to show an awareness of the movie industry's resurgence. With more newspaper readers going to the theatres, the ad makes this suggestion to editors, "Why not give 'em more movie news to read?"

## Columbia Shifts Activities

NEW YORK—Columbia Pictures transferred the sales activities of its Portland branch to the exchange at Seattle, it was announced last week by general sales manager A. Montague. The announcement pointed out that the Portland office will continue to operate as a booking and shipping point.

James Beale, who has been manager of the Portland branch, will become branch manager at Seattle. The Seattle exchange will continue as a part of the company's northwest division, under the supervision of division manager L. E. Tillman in San Francisco.

## Tax Take Reported

WASHINGTON—The Department of Commerce last fortnight reported that computed statistics show that a total of \$14,934,000 was collected in 32 states in amusement taxes in 1956. This, of course, covers everything legally marketed as "amusements" and involves taxes on "doing business," not admission taxes.

spoke on the cable theatre, saying, "I am moderately optimistic about the possibilities." Milton H. London, president, Allied of Michigan, in a convention speech indicated there was a prosperous future ahead for the motion picture theatre "if you and I are willing to make it so." He said that three basic concepts are necessary for the health and continued prosperity of the industry: self-reliance, inter-dependence, and cooperation.

In an address on the cable theatre, J. W. Service, vice-president, National Theatre Supply, predicted, "Telemovies will only succeed if it gets additional business. Telemovies can tap the large group that like to go to movies seldom or never and may not affect the small group that goes twice a week."

A discussion on the subject indicated a cautious approach to the matter by exhibitors.

Abram F. Myers suggested "if toll TV becomes the success it might, it conceivably could be in a position to outbid any other form of entertainment." He said there would not be any pictures left to sell either to Telemovies or to theatres. He added that a test of cable theatre without subscribers signing an enforceable contract would not be a genuine test. He counseled exhibitors to protect themselves by seeking local franchises for cable theatre to be ready to move if experiments justify it.

## Church Forces Urge Censorship Revival

HARRISBURG—Adoption of a movie censorship code has been set by Pennsylvania church forces as their top legislative objective.

Citing an "urgent need" for controls over movies, the Rev. O. B. Poulson told the biennial "Field Day Luncheon" of church and civic organizations the Legislature should act to do more than maintain the status quo for the forces of good.

Virtually assured that any horse racing legislation will be vetoed by Governor George M. Leader, the 12 units of the Federated Legislative Committee turned to movies. The Rev. Mr. Poulson, executive director of the Division of Social Relations, State Council of Churches, declared, "Hollywood films are bad enough, but the foreign movies are worse."

Movie censorship was ended in Pennsylvania some time ago by a U. S. Supreme Court decision which held the state could not censor movies under the existing legislation. Efforts to find a constitutional method of rejecting objectionable films have been made since that time. A series of bills are now pending in the legislature.

The Rev. Mr. Poulson told the gathering that "holding the line is not enough" for the church forces and urged that they work for favorable legislative action on a revived movie censorship system.

## List Quarter Up

NEW YORK—During the first quarter ended March 31, the consolidated earnings of List Industries Corporation and subsidiaries were \$711,917 (before loss of \$99,046 on disposal of properties and certain inventories) amounting to 16 cents per share. Earnings during the first quarter of 1956, before the acquisition of Gera Corporation which took place as of May 1, 1956, were 11 cents per share.

Provisions for depreciation and similar non-cash charges made against earnings amounted to approximately \$893,000 during the first quarter of 1957 and \$412,000 during the first quarter of 1956.

## "Doc" Schad Dies At 83

READING, PA.—H. J. "Doc" Schad, 83, well-known theatre operator here, died last week. Originally a pharmacist, he formed Carr and Schad Enterprises, operating many of the first runs in Reading.

He recently leased the Astor and Strand to William Goldman Theatres.

Schad was interested in local civic affairs. He is survived by his widow and two daughters.

## "Porgy" Next For Goldwyn

NEW YORK—Samuel Goldwyn announced the purchase of the George Gershwin classic, "Porgy And Bess," for his next motion picture production. Purchase price is a percentage of gross receipts, with a down payment of \$650,000 cash made by Goldwyn now.

## 20th-Fox's "Big Show" Bows Across Nation

NEW YORK—The world premiere presentation last week of 20th-Fox's "The Big Show" at New York's Roxy signaled the start of 41 showings of the CinemaScope product feature in major U. S. and Canadian cities during May. More than 150,000 exhibitors, stockholders, press, radio and TV representatives, and prominent community opinion makers are expected to attend these showings.

"The Big Show," which outlines the film company's expanded 55 feature release schedule, the largest number of motion pictures from one company in almost 20 years, graphically presents a multi-million-dollar program initiated by 20th-Fox to provide the audiences of the world with a continuous flow of quality entertainment adapted from famous story properties and brought to the screen by a brilliant array of production and star talent.

In addition to the Roxy showing, "The Big Show" was being presented to similar gatherings in Boston (Memorial), Chicago (Oriental), Philadelphia (Fox), San Francisco (Fox), and Los Angeles (Westwood Village). The Roxy had a second showing as well on the following day.

With all showings beginning at 9:15 a.m., the remaining schedule for "The Big Show" included New Haven (Poli), Cincinnati (Albee), Washington (Capitol), Portland (Fox), Albany (Palace), Cleveland (Hippodrome), Memphis (Malco), Seattle (5th Avenue), Toronto (University), Buffalo (Buffalo), Detroit (Fox), Atlanta (Fox), Salt Lake City (Villa), Pittsburgh (Harris), Milwaukee (Wisconsin), Jacksonville (Florida), Denver (Centre), Winnipeg (Capitol), Indianapolis (Indiana), Minneapolis (Radio City), Charlotte (Carolina), Omaha (Orpheum), St. Louis (St. Louis), Des Moines (Des Moines), New Orleans (Saenger), Calgary (Uptown), Kansas City (Uptown), Houston (Met), Dallas (Dallas), Vancouver (Capitol), Oklahoma City (Criterion), Montreal (Orpheum), St. John (Paramount).

### Columbia Has Six For June

NEW YORK—Columbia Pictures will release six feature productions in June, the largest schedule in recent years, according to an announcement by general sales manager A. Montague. In addition, Columbia will distribute the Variety Clubs International film, "Heart Of Show Business," in June.

The six feature releases include "The Garment Jungle," "Calypso Heat Wave," "The Burglar," "Beyond Mombasa," "The Giant Claw," and "The Night The World Exploded."

### Kingsley Acquires "Julietta"

NEW YORK—"Julietta," a romantic comedy starring Jean Marais and Dany Robin, based on the best-seller novel by Louise de Vilmorin, has been acquired by Kingsley International Pictures for distribution in the United States, it was announced last week.

It will have its American premiere at the Paris Theatre following the run of the current attraction.

# Senate Committee On Delinquency Sees Improvement In Ad Content

## SCTOA Turns Down Arbitration Meet Bid

HOLLYWOOD—Southern California Theatre Owners Association, which had been invited to attend industry arbitration meetings in New York, last week notified A. Montague, chairman of the distribution's arbitration committee, that it would not attend.

Harry C. Arthur, Jr., board chairman, SCTOA, stated: "Our board of directors decided that it will be futile to try to work out an arbitration system that did not embrace all complaints that might be registered by both the distributor or exhibitor. While we are fully cognizant of the many difficulties surrounding the actual arbitration of film rentals we, however, feel that nothing constructive will be gained unless trade practices and sales policies are included in the discussions pertaining to any arbitration system in the industry."

## Cinerama Debt Down, Stockholders Learn

NEW YORK—Milo J. Sutliff, president, Cinerama Productions Corporation, intimated to stockholders at a meeting last fortnight that he expected Stanley Warner Cinerama Corporation would negotiate "inside a month" a deal with Technicolor for the latter to acquire foreign distribution rights to Cinerama.

He reported that CPA's indebtedness was now down to \$228,000, owed to Marine Midland Bank, Cinerama Inc., and Louis B. Mayer, and that it was indicated that this would be paid by Oct. 1.

A \$2,560,000 total "yet to be earned" was itemized as including \$730,000 on negative cost for "Seven Wonders Of The World"; \$430,000 for opening theatres and the negative cost of "This Is Cinerama" and "Cinerama Holiday"; and \$1,400,000 for production fees and bonuses. It was estimated that this amount would be "wiped off by the end of July," when, Sutliff said, SW and CPC would then split 40 per cent of the weekly grosses at the first four Cinerama houses, expected to be double the present weekly income of a minimum \$8,700 each.

CPC has had net earnings of \$4,600,000 on the first two Cinerama productions, and \$3,500,000 on theatre openings, Sutliff reported. Some of the theatres, he said, are "losing money." He gave negative costs and production fees for the forthcoming "Search For Paradise" as about \$2,000,000.

Following the liquidation of debts, it was estimated that CPC would "require a surplus of a little over \$500,000 before it can pay a dividend." Production improvements in print making and line matching are now in the laboratory and "not too far away," it was stated.

WASHINGTON—The Senate Committee on Juvenile Delinquency, which last March made six major recommendations which it felt would improve content in terms of better films for children, reported to Congress last fortnight that an improvement in both films and ads had been noted, but much work along these lines remains to be done.

A trend away from brutality was noted and attributed to the revised Motion Picture Production Code.

Broadcasting content also came in for severe criticism although there were compliments, too. The broadcasters were urged to maintain their code provisions of good taste in programming "so that these are at least as stringent as those of the motion picture code."

The Committee's report stated, "Both the motion picture producers and the advertisers have finely worded codes, but too often these codes are violated. When they are violated, so are the minds and sensibilities of our children.

"The predominance of brutality in both movies and television is making our nation's youth insensitive to human suffering. They are becoming so accustomed to an overwhelming amount of crimes and violence that death and pain are becoming meaningless.

"In studying the mass media, we started from the very proper premise that our society frowns on censorship. We believed then, and we believe now, that American industry can so regulate itself by voluntary codes that government control in this field should never be necessary.

"Now that the industry has been presented with the very revealing facts of its influence on the mores of this country, the subcommittee feels sure they will be more selective in their programming. It is certainly to be hoped that the industry will police itself and not force the Federal Government to intervene."

It was indicated that the committee would continue to keep tabs on both film and TV fare.

## Drive-In Wins Right To Bid

ST. LOUIS—An out-of-court settlement of the anti-trust suit of the J-K Amusement Company, Clayton, Mo., against Publix Great States Theatres, Inc., and a number of distributing companies, filed in U. S. District Court here in July, 1956, has been effected.

The plaintiff is presently exercising the sought-for right to bid on pictures for use in its Shop City Drive-In in competition with Publix Great States' Majestic, both in East St. Louis, Ill. A chief point raised in the plaintiff's petition was that the Shop City was not permitted to show the films of the defendant film distributing companies until after the Majestic's run. The petition, prepared by the Chicago law firm of Simon and Coller, did not ask for any sum of actual or punitive damages from the defendants. Morris J. Levin was local counsel in the filing. It is understood that Jacob M. Lashly was the principal local counsel for the defendants.

# More Local Admission Taxes Cut Or Repealed, COMPO Report Shows

NEW YORK—Since the publication of its printed report on state and local admission taxes recently, COMPO has been advised that 19 more local governments have repealed local admission taxes and eight others have reduced their rates, Robert W. Coyne, special counsel, announced. Texas also has raised from 80 cents to one dollar the exemption on admissions from the state admission tax.

"All these changes were brought about," Coyne said, "through the hard and painstaking efforts of local exhibitors. Their success should be a stimulus and a source of encouragement to exhibitors in hundreds of other communities who are still burdened by these oppressive and discriminatory levies."

Municipalities which have repealed local admission taxes recently include Talladega, Ala., McKeesport, Pa., Meadville, Pa., Homer City, Pa., Red Lion, Pa., Ambler, Pa., Latrobe, Pa., Lewiston, Pa., Plains Township, Pa.; Pulaski, Tenn.; Bellevue, Wash., Bellingham, Wash., Chelalis, Wash., Chewelah, Wash., Colville, Wash., Kent, Wash., Snohomish, Wash., Toledo, Wash. and Winlock, Wash.

The city of Knoxville and Knox County, Tenn., reduced local admission taxes from five per cent to three per cent and the city of Tacoma, Wash., from five per cent to three and one-third per cent. Other reductions follow: Winfield, Ala., 10 per cent to one per cent; Indiana, Pa., seven per cent to five per cent; Murfreesboro, Tenn., two per cent to one per cent; Arlington, Wash., five per cent to two and one-half per cent; and Omak, Wash., five per cent to three per cent.

Indiana's state tax on gross income, which includes receipts derived from admissions to motion picture theatres, will be increased from one per cent to one and one-half per cent, effective July 1, and North Dakota's state sales tax of two per cent, which also applies to motion picture admissions, has been extended two years from July 1, 1957.

Under the amended Texas state admission tax, all admissions up to and including one dollar will be exempt from tax. On admissions from \$1.01 to \$1.10, the state tax is six cents and it increases one cent for every 10 cents admission or fraction thereof above \$1.10.

## NTA Plans Stock Offering

WASHINGTON—A registration statement was filed recently with the Securities and Exchange Commission by National Telefilm Associates covering a proposed offering of \$7,500,000 in convertible subordinated debentures, due May 1, 1967. Part of the net proceeds of the offerings will pay the final instalment of \$2,340,000 due 20th Century-Fox on a group of films acquired by NTA.

At a recent stockholders' meeting in connection with the proposed offering of debentures, the holders approved an increase in the authorized common stock from one million shares to two million shares and the conferring of conversion rights on any debentures or notes that might be issued.

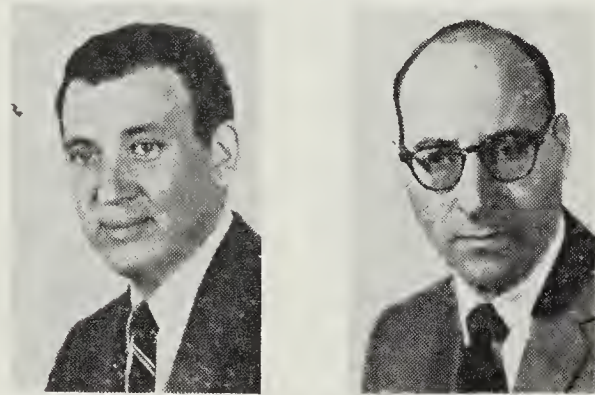
## MGM Signs Grainger To Producer Contract

HOLLYWOOD—The signing of Edmund Grainger to a producer contract by MGM was announced last fortnight. The agreement, it was understood, was negotiated for the film company by Benjamin Thau.

Grainger's first assignment at the studio will be "The Valiant Strain," a western action drama adapted from a novel of Kenneth E. Shiflet which will be published in August by Dell. He is to report to the studio on May 6 and later will visit Cuba and Mexico.

Earlier, Grainger had requested termination of a seven year association with RKO, where he had been executive producer under the Howard Hughes administration before forming an independent unit. Before his RKO affiliation, he was with Republic.

## Rudich To Preminger; Segal Replaces At UA



RUDICH

SEGAL

NEW YORK—Nat Rudich, 15-year veteran of the film and radio-television fields, has been named eastern representative for Otto Preminger's productions. He is resigning as United Artists assistant publicity manager to take over the newly-created post.

Rudich will headquarter in New York. As his first assignment, he will work on the campaign for Preminger's "Saint Joan," United Artists release, which has its world premiere in Paris on May 12.

George Thomas, Jr. continues as publicity and advertising director of the Preminger organization, with headquarters on the West Coast.

Maurice Segal has been named assistant publicity manager of United Artists to replace Rudich, it was announced by Roger H. Lewis, national director of advertising, publicity and exploitation.

Segal, who resigned from the Universal-International publicity department, will handle UA's radio-television contact operations under Mort Nathanson, publicity manager.

## Sinatra Sues "Look"

HOLLYWOOD—Frank Sinatra filed a \$2,300,000 libel suit against Cowles Magazines, Inc., Look Magazine, and author Bill Davidson in connection with a current series in the publication.

## New Trailer Concept Promotes "St. Joan"

NEW YORK—A new concept in the format, and exhibition of theatrical trailers was demonstrated to the trade press last week, when United Artists screened an extraordinary series of six trailers for Otto Preminger's "Saint Joan."

The six-unit package will be serviced to exhibitors by National Screen Service for the regular price of a single trailer. The series provides the first opportunity for trailer presentation in depth, permitting long-range sustained audience penetration and impact of a scale and duration not possible before.

The showing of the "Saint Joan" promotional films in UA's New York screening room was preceded by a conference with George F. Dembow, president, National Screen Service, and Roger H. Lewis, UA national director of advertising, publicity and exploitation.

The six trailers, individually titled "The Making of a Movie," include five running approximately three minutes each and one running 20 minutes. Distribution to the nation's exhibitors begins next week.

The trailers dispense with the conventional formula of scenes-plus-selling copy. Each of the three-minute films presents a star of "Saint Joan" discussing various aspects of the production, followed by illustrative footage from the UA release. Behind-the-scenes views include actual rehearsals, make-up, costume preparation and introduction to the audience of the principal members of the cast.

The 20-minute trailer is a dramatic documentary recording every major phase in Preminger's creation of "Saint Joan," from initial planning to final editing. It includes his international search for a newcomer to play the title role, the actual audition which won the part for 18-year-old Jean Seberg.

To obtain maximum benefit from this pioneering series of trailers, United Artists is suggesting three basic plans for exhibition. The six-week plan involves running a three-minute film on each of five successive weeks, followed by the showing of the 20-minute film as a featurette on the final week before playdate. Houses with a split-week policy are advised to follow the same pattern over a three-week period. The third plan is to combine two trailers in each program for three weeks of advance selling.

The trailers can be used for cross-plugging in other theatres and are ideal, because of their special format, for presentation on local TV shows.

Underscoring the importance of the "Saint Joan" package as a showmanship innovation, National Screen Service is spotlighting the trailers in a trade advertising campaign. United Artists is preparing 17,000 four-page color brochures describing the trailers and their use. These will be distributed to every exhibitor in the United States and Canada.

## Richard Einfeld To Produce

HOLLYWOOD—Richard Einfeld, executive assistant to Edward Alperson, resigned last fortnight to form Whitaker Productions with Merrill White. Whitaker plans three films for 1957, with the first set to start shooting early in August.



## Kansas-Missouri Allied To Discuss Telemovies

KANSAS CITY—Beverly Miller, president, Allied Theatre Owners of Missouri and Kansas, announced that Allied will hold its 10th annual convention at the Phillips Hotel, Kansas City, May 21 and 22.

One of the main subjects for discussion will be telemovies. Principal speakers will be Milton Shapp, president, Jerrold Electronics Corporation, of Philadelphia, who will hold a question-and-answer period following his talk, and Bill Daniels, president, National Community TV Association, whose association controls in the neighborhood of 600 community TV antenna systems and sells TV service to customers in communities too remote to receive regular TV.

The Jerrold Electronics Company has engineered around 450 of the 600 community TV antenna systems, and is also engineering the Bartlesville telemovies installation. Also invited to appear is Henry Griffing, Video Circuit of Oklahoma City, pioneers of telemovies in the Bartlesville, Okla., experiment. Various other manufactures of equipment have been invited to send representatives, and all major film companies have been requested to have a representative on hand to make statements on their policy regarding films in telemovies.

The meeting is open to all exhibitors, whether Allied, TOA, or not affiliated with any organization.

There has been some criticism regarding the rush of some people to get into telemovies and also some criticism of selfish motives involved. In answer to questions regarding the reason for the telemovies convention at such an early stage, Miller stated, "We have only one reason for bringing telemovies into this convention, and that is to keep our members informed. There is much confusion and many unanswered questions on telemovies right now and we are trying to get the answers. We might not get them all but the more people we have to tell us about it, the better we will be informed. We are not trying to sell anything to anybody or urging anyone to do anything—we just want to get hepped as to what is going on."

## NCA Switches To ETA

MINNEAPOLIS—North Central Allied announced last fortnight that it has changed its name to Exhibitors Trade Association.

The group was recently reorganized and Ted Mann is new president. Henry Greene, executive secretary, and Mann will attend the national Allied States board meeting in Detroit this week as representatives of the Minnesota organization.

The new group will sponsor a testimonial dinner to Benjamin Berger, former president.

## Warners International Ups Two

NEW YORK—Tom O'Sullivan has been named vice-president and treasurer, Warner Brothers Pictures International Corporation, and Max Greenberg has been elected vice-president, it was announced recently by Wolfe Cohen, president. They succeed the late John J. Glynn, who was vice-president and treasurer.

# TOA Seeks Conference With SBA To Liberalize Exhib Loan Policy

## Bill Proposes Signals For Drive-In Entrance

HARRISBURG, PA.—A Senate bill was introduced last week calling for drive-in signals above the entrance of all drive-in theatres with an entrance or exit on a state highway. It calls for erection of overhead signal lights visible to motorists on the state highway who are approaching the entrance or exit. Penalty for violation is \$100 and costs, or prison for 10 days. The bill was referred to the Commission of Highways.

## Warners Realigns Sales Organization

NEW YORK—Roy H. Haines, general sales manager of Warner Bros., has announced the following realignment in the company's organization:

Ralph J. Iannuzzi has been appointed midwest division sales manager with headquarters at the home office, and will supervise the company's branch offices in Chicago, Detroit, Milwaukee, Des Moines, Minneapolis, Kansas City, and St. Louis.

Norman J. Ayers has been appointed eastern district manager, supervising the company's Albany, Boston, Buffalo, New Haven, and New York branches.

Ed Williamson has been appointed southwest district manager with supervision over the Dallas, Memphis, and Oklahoma City branches. Williamson will headquarter in Dallas.

Grover Livingston has been appointed southeast district manager, headquartering in Atlanta. He will supervise the Atlanta, Charlotte, Jacksonville, and New Orleans offices.

William Miranda has been appointed playdate supervisor for the eastern and west coast divisions. Al Blumberg has been appointed playdate supervisor for the midwest and southern divisions.

## U-I Sets Billings Record

NEW YORK—As Universal Pictures closed its 18-week domestic and foreign sales drives on May 3 it rang up a record week for billings hitting approximately \$5,500,000. The United States and Canada accounted for about \$3,500,000.

The 18-week drive was named for Charles J. Feldman, vice-president and general sales manager, and the foreign drive honored Alfred E. Daff, executive vice-president.

## "Griffith Day" Proclaimed

NEW YORK—Gov. Luther Hodges of North Carolina has designated May 31 as "Andy Griffith Day" throughout his state in honor of the Mt. Airy, N. C., native who makes his motion picture debut as the star of "A Face In The Crowd," the Warners release which will have its world premiere May 28 with openings in New York, Chicago, and Hollywood.

NEW YORK—Mortgage loans to theatres by the Small Business Administration "would assist our industry on a quick comeback to economic health," according to Philip Harling, chairman of the Theatre Owners of America Small Business Administration committee, in a letter last week to Wendell Barnes, SBA administrator in Washington. Harling was responding to Barnes' communication to TOA last month which stated that the exhibitor organization's request in March for SBA mortgage financing could not be realized without Congressional authority to the SBA, which is not at liberty to alter its loan policies.

Pointing out that private financing has not been available to theatres for at least seven years, although Barnes "seems" to believe that it has been, Harling emphasized the good credit risk position of exhibition and contended that it is within the policy and philosophy of the federal government to assist such an industry by guaranteeing a loan in return for a fee . . .

In the interest of revising or expanding SBA procedures through the proper channels to permit the agency to make such loans, Harling suggested, "in the interest of clarification and for the purpose of presenting our position," that it would be desirable to hold a conference. "We are certain the Government is interested . . . an open mind and proper approach should convince the Administration of the soundness of our cause," Harling concluded.

## Editorials Back Industry

COLUMBUS, O.—Political prior censorship of films was scored by three Ohio dailies, the Cleveland Plain Dealer, Toledo Blade, and Hillsboro News-Herald, in finding there is some merit in a substitute bill offered by Senator Delbert Latta, Bowling Green Republican. The Latta measure would empower the Attorney General to seek petitions in the Franklin County Common Pleas Court against suspected "obscene" films.

"We shed no tear for the sidetracking of the Putka pre-censorship bill," said the Plain Dealer editorially. "Politically-directed censorship has not worked well in the past and laws against pornography and obscenity already are on the books," it said.

The Blade said, "the Senate has taken a big step toward sense in censorship" by sidetracking the Putka bill. The Latta bill, it added, has "full provision for applying judicial procedures in determining the status of individual films under existing state laws."

The News-Herald said "moral censorship is a spiritual thing and must come from within the human being himself. Censorship is not the answer."

## FCC Chairman To Retire

WASHINGTON—George C. McConaughy, chairman, Federal Communications Commission, and backer of toll-TV, indicated he would retire at the end of his term on June 30.



**JAMES STEWART**

**BOOK**  
**THE**  
**BIG**  
**FO**



**NIGHT**

TECHNICOLOR

co-starring

**DAN DURY**

**ELAINE STEWA**



Directed by JAMES NEILSON • Screenplay by BORD

ONE

LATE JULY!

Picked by a Big PRE-SELL...including a  
NATIONAL 24 SHEET  
BILLBOARD CAMPAIGN

banketing the nation's highways from  
east to coast!

and a Spectacular SPLIT-PAGE color ad  
reach the more than 15,000,000 readers  
of LOOK Magazine!

**PASSAGE**

in  
**TECHNIRAMA**

**MANNE FOSTER**

**ANDON deWILDE** AS "JOEY" with  
**JAY C. FLIPPEN**

by AARON ROSENBERG • A UNIVERSAL-INTERNATIONAL PICTURE  
composed and conducted by DIMITRI TIOMKIN



**AUDIE MURPHY**

# Paramount Backlog Sale Or Lease Possible In Near Future—Balaban

NEW YORK—Barney Balaban, president, Paramount Pictures, in a stockholders' message last fortnight announced that there "may very well" be reached a decision in the near future on the sale or lease of its pre-1948 feature film library to television.

It was revealed that Paramount Pictures last year realized a profit of \$4,991,501 from sales of films and investments. He reported that the company is to realize about \$4,500,000 this year from the sale of "several" theatres plus the Olympic Laboratory in London.

Balaban related that Paramount sold Rainbow Productions for \$500,000; 35 Pine-Thomas features for \$800,000; and 230 Popeye cartoons for \$1,500,000. He also told of the dropping of Paramount Newsreel, and how the reel's laboratory facilities are now being used to service outside accounts. He also reported that Famous Players Canadian showed an improvement in the first quarter of this year in comparison with the first quarter of 1956. He was optimistic on prospects for both International Telemeter and Chromatic Television Laboratories, in which the company holds large interests.

Balaban stated he looks forward to a profitable operation this year of Du Mont Broadcasting and for Allen B. Du Mont Laboratories, now ending a period of readjustment.

Paramount last year purchased 190,400 shares of its own stock at a cost of \$6,275,516 to increase treasury shares to 244,800. A proposal will be made at the annual meeting on June 4 to retire 150,000 shares, it was said. With the retirement of these shares and the transfer of 54,000 shares to the former stockholders of Dot Records, Inc., acquired by Paramount earlier this year, outstanding stock will be slightly under 2,000,000 shares, Balaban said.

It was also revealed by the Paramount head that Paramount's advances to outside producers have nearly doubled, amounting to \$12,095,376 at the end of 1956 as compared with \$6,553,851 a year earlier.

## "Trapeze" Prizes Awarded

NEW YORK—Eighteen theatremen have won \$5,000 in U. S. Savings Bonds as finalists in the United Artists' "Trapeze"-Miss Exquisite Form contest, it was announced last week by Roger H. Lewis, UA national director of advertising, publicity and exploitation.

The prizes were awarded for the best promotions in conjunction with local engagements of "Trapeze," Hecht-Lancaster production starring Burt Lancaster, Tony Curtis, and Gina Lollobrigida. The contest, which was sponsored by Exquisite Form Bra, was open to all theatremen in the United States and Canada.

Two thousand theatres in the 32 exchange areas participated in the contest and the prizes were distributed in two categories, one set for large situations and one set for small situations. The first prize of a \$1,000 U. S. Savings Bond was given to Lynn Kreuger, manager, Majestic, San Antonio, for a large situation, and first prize to David Smith, manager, Miller,

## MPAA To Consider Sweepstakes Budget

NEW YORK—It was learned last week that the MPAA board of directors at its May 22 meeting will consider a recommendation that \$150,000 be allocated for the second Academy Award Sweepstakes promotion next year.

Also to be considered is a plan that the industry itself sponsor the "Oscar Night" ceremonies and televising in connection with the Academy of Motion Picture Arts and Sciences awards at an estimated cost of \$450,000, as suggested by many, including Academy president George Seaton.

If the MPAA board okays the Sweepstakes budget, the plan will be materially expanded next year, it having been estimated that with the right effort prizes worth over \$1,000,000 could be promoted.

## Value Of New Star 200 Million-O'Donnell

HOLLYWOOD—The value of a new film star was estimated at \$200 million last week by R. J. O'Donnell, general manager, Texas' Interstate Circuit, at a Paramount studio luncheon here at which he launched his campaign to revitalize the star system. He based his evaluation on a screen life anticipation of 10 years and a world wide gross on four or five pictures annually for the personality.

Presenting Vera Miles as an example of the new talent needed in the industry, O'Donnell noted that films were "brought up" on the star system, but now it is getting away from us." It is the responsibility of exhibition now, he said, to tie in with new personalities. O'Donnell explained that Interstate has planned a series of promotional events around Miss Miles to launch her forthcoming Paramount release, "Beau James," but that these were halted because the star is pregnant. However, he suggested that the program be picked up by other exhibitors.

On the subject of television, O'Donnell commented that the effect of it has been exaggerated and that a saving circumstance is that television viewers "are as selective as movie audiences."

Woodstock, Ill., for a small situation.

The rest of the awards went to Ed Meade, Shea's, Buffalo; Rodney Troups, Loew's State, New Orleans; Dick Frisbey, Uptown, Salt Lake City; Karl Fasick, Loew's State, Boston; William Wyatt, Virginian, Charleston; Charles Judge, Trans Lux, Philadelphia; Paula Gould, Capitol, New York; John Goodno, Palace, Huntington; Ward Kreag, Colonial, Allentown; Pete Laschiavo, Aliquippa, Aliquippa; E. Thomas Clark, Liberty and Avalon, Sunnyside; Weldon Wood, Paramount, Amarillo; Rufus Honeycutt, Brunson, Baytown; David Kaplan, Trans Lux, Boston; George Kemp, Montauk, Passaic; and Max Cooper, Cove, Glencove.

## "Naked" Rights Go To Empire Distributors

ORLANDO, FLA.—R. John Hugh, Empire Studios, Inc. president, announced last fortnight that world wide distribution rights to its new film, "Naked In The Sun," have been assigned to Empire Film Distributors.

EFD, which is not an Empire Studios subsidiary, was recently formed by Richard E. Beck, Orlando, Fla.; and Theodore L. Mendelssohn, United Film Booking Service, Indianapolis. The new company has offices in Indianapolis and Jacksonville.

Hugh also announced that prints on "Naked In The Sun," formerly titled "Osceola," were being made by Consolidated Film Laboratories in New York, and that a special preview showing of the film was set for the Ritz, Tallahassee, Fla., on May 9.

He also disclosed that a New York subsidiary to Empire Studios, Inc., Everglades Studios, had been formed. Empire Studios' first film, "Yellowneck," was released by Republic in 1955.

## ACLU Battles Censors

PITTSBURGH—The American Civil Liberties Union recently asked the State Superior Court to declare unconstitutional a Pennsylvania obscenity law on motion pictures on the grounds that it infringes on the guarantees of free speech and due process of law. The ACLU position was stated in connection with a test case of the law which was raised with the conviction of a Lackawanna County drive-in manager for exhibiting "Uncover Girls."

The manager, Martin Blumenstein, was sentenced last month to three months in prison and fined \$500 by Judge Michael J. Eagen of Scranton. An appeal was entered by the defendant's attorney, Max Rosenn, and the ACLU entered the case at the latter's request.

The ACLU brief contends that the law under which Blumenstein was sentenced is unconstitutional because it does not require evidence that the film "represents a clear and present danger of normally inducing behavior of a criminal or a anti-social nature." Filed by Edward P. Rome and Julian Goldberg, Philadelphia attorneys, the brief takes no position on the merits of "Uncover Girls," which it states is essentially the filming of a burlesque show.

## U-I European Meet

NEW YORK—The Universal-International 1957 European sales conference attended by top executives from the United States, U-I's Continental headquarters in Paris, and managers, sales heads, and publicity directors from 15 European countries, took place last week in Rome.

Chairman of the board Nate J. Blumberg headed the U. S. delegation along with Alfred E. Daff, executive vice-president of Universal and president of its overseas subsidiary, and foreign general manager and vice-president Americo Aboaf. Director of foreign publicity Fortunat Baronat supervised the conference preparations.

New releases and promotion plans were discussed by delegates.

TWO OF TODAY'S MOST PUBLICIZED PERSONALITIES IN AN OUTDOOR DRAMA THAT'S BIG BOXOFFICE . . . !

**Anthony Perkins** and **Jack Palance**, both of whom have been making industry headlines, are now teamed in an exciting attraction that will be getting strong boxoffice attention in June. Its story is warm with human appeal—its action is hair-raising, with savage gun battles and a spectacular wild-horse hunt that's a brand new entertainment thrill!

# THE LONELY MAN

Starring **JACK PALANCE** • **ANTHONY PERKINS**  
**EVILLE BRAND** • **ROBERT MIDDLETON** and introducing **ELAINE AIKEN**

VISTAVISION®  
MOTION PICTURE HIGH FIDELITY



# SHOWMANSHIP SWEEPSTAKES

1957 SERIES

Finalists In Contest No. 13

George Nonamaker

Editor

## Small Town Theatre Hits Homespun Jackpot

PHILADELPHIA—Another small theatre in a small town comes through as this month's winner of SHOWMANSHIP SWEEPSTAKES \$100 prize with a homespun business-building idea. The effort of Mrs. H. A. Gifford, Kee, Kiester, Minn., walked off with an overwhelming number of votes from our board of judges.

In the other entries exhibitors will find a variety of simple, inexpensive, money making ideas readily adaptable to most situations.

### WINNING ENTRY

#### THIS 'POINTS' UP A GOOD THING

Submitted by Mrs. H. A. Gifford  
Kee, Kiester, Minn.

542 seats • 50 cents top admission  
Rural patronage.

We were not only being beat to death with TV; but our young teen-agers, plus the little folks, and even their parents had gone all out for roller skating. They were driving to the nearest rink, which is 25 miles one way, just to pay 75 cents to skate—and more of them were joining the ranks each week until our business was almost beyond being saved. No one needed or wanted us. Going to the theatre was old-fashioned.

Something free—a bonus or a gift idea had to be injected into the "going to the theatre" idea. By the same token our concession stand was suffering, so both needed a shot in the arm. So, we worked out a "point" contest.

We announced this with a herald reading: "Over \$180 in prizes. Cash in on the best entertainment there is—'The Movies'—Win money and many prizes by just enjoying yourself. Prizes will be earned on a point system. Contest runs for two months. Contest is open to all children of the first grade age up to and including 19 years of age at time contest starts. Contestants will compete within four individual groups: Senior Girls and Senior Boys, 13 through 19; Junior Girls and Junior Boys, up to 12. Prizes will be awarded each group on basis of points earned. The contestant in each group with the highest number of points will be awarded first prize in his or her particular group, etc. Points will be earned as follows: a 50 cent ticket equals 50 points; 35 cent ticket, 35 points; 20 cent ticket, 20 points; 10 cent sack of popcorn or pop, 10 points; five cent concession stand purchase, 5 points. Point coupons issued free



Cheta, chimp star of MGM's "Tarzan And The Lost Safari," recently made a personal appearance at Loew's Warfield, San Francisco, where he is seen with an admiring young patron.

with each purchase; and also to adults, who may give the points to any contestant they desire. Double points issued at Saturday evening shows and Sunday matinees. In event of a tie, there will be a playoff. The 20 high contestants, based on points earned in each group, will be posted each week at the theatre. Prizes include for senior girls: \$50 cash, Bar-B-Que Grill set, autographed record album, theatre passes; senior boys: \$50 cash, soft drink cooler, baseball glove, theatre passes; junior boys, wrist watch, camera outfit, basketball hoop, passes; and junior girls, wrist watch, table tennis set, autographed record album, theatre passes."

After only 10 days of this, we decided we had finally given our competition the licking it needed. We also started Sunday matinees to see if we could get the people's money before they had a chance to spend it elsewhere. Last Sunday, we had a bigger matinee than we had had for some three nights previously. We were complimented on having a theatre where people could relax and enjoy the show without the benefit of crying babies and children running up and down the aisles. Businessmen have complimented us for bringing more people to town and are keeping their stores open on Saturday nights to take advantage of this.

Everyone is point conscious. Some children even sit through two shows, waiting for us to clean, so they can look for any points that might be dropped on the floor.

We count the points every Thursday, a real job; but every point means money spent with us—so we enjoy it. You should see the groups of children checking the list of high contestants posted on the glass of our four theatre doors each Friday, seeing where they stand in the contest.

Postal cards are sent to the four high

in each group to give them added encouragement to keep in the contest.

Since the contest started our business had been better than for the past three years. We have finally woke them up to the theatre and its "good points." This contest entails considerable work; but it's fun, too, since in our small town we know most of the children.

### RUNNER-UP NUMBER 1

#### A DANCE CONTEST

Submitted by John D. Huffman  
Regent, Springfield, Ohio

1300 seats • 75 cents top admission  
General patronage.

This dance contest promotion started out in a small way and ended up being advertised coast to coast on "The Big Pay Off" television program.

We went to the local Arthur Murray dance studios and tied up with them on a dance contest. Contests were to be held at the theatre each Friday night for five weeks. The theatre was to furnish a weekly cash prize of \$25 to the winners; and the dance studio was to screen all applicants and publicize the contest.

The dance studio placed the ads in the local paper with entry blanks; and the theatre had other entry blanks in the lobby, a 40x60 lobby sign and a trailer. It was decided to have a different dance contest each Friday for four weeks, such as "Charleston," "waltz," "jitterbug," and "tango." The fifth and last week the winners of the first four contests met for the grand finale. In addition to the weekly \$25 cash prize, grand prize winner received a diamond ring promoted from a local jewelry store, free dance certificates from the dance studio, and dinner at a local restaurant, and a promoted all expense paid trip via TWA to New York City with free hotel accommodations at the Taft Hotel, free trips to television studios, etc.

A photograph was taken of each weekly winner and the local newspaper ran it with a story each of the five weeks. The contests really started to help business right away. Winners were determined by audience applause and quite naturally all the contestants were sure their friends attended. The contests proved quite interesting and many people attended solely on the strength of the added attraction.

The payoff, however, came when the winners, Mr. and Mrs. Tony DiCinque, visited the television studio and were selected to appear on "The Big Pay Off." Di Cinque said he wanted to win the "Big Payoff" for his dancing wife, who was with him in New York as a result of winning a dance contest at the Regent Theatre in Springfield, Ohio.

Since they did not finish the contest on the program at their first appearance, they returned to the program the following week. By this time, word had spread to the home folks and the people were all waiting to see the localites on television. DiCinque won two payoffs for his wife. Quite naturally the local newspaper picked up the fact the local couple were on TV and inserted a picture of them in the paper with the details of how they had won the dance contest and were in New York.

We were pleased with the contest which ended up so much bigger than we anticipated and made all concerned very happy.

# GREAT TALENT MAKES GREAT PICTURES!



Lucky Andy Griffith, *at left* with ace director Elia Kazan, will screen-bow in Budd Schulberg's "A Face in the Crowd," Kazan production to be premiered in New York on May 28th. *Above*, Andy on the set of "No Time for Sergeants," in which he re-creates the hit comedy role he made famous on Broadway, is flanked by Jack L. Warner and Steve Trilling, with actor Myron McCormick and producer-director Mervyn LeRoy at left.



Eileen Bassing, whose "Home Before Dark" has been added to Warner Bros.' list of distinguished book purchases, is joined by husband Robert in writing screenplay of the sensational novel, to be produced by Henry Blanke.



Plans for filming "The Nun's Story," Kathryn Hulme's best-seller, are discussed by Audrey Hepburn, who will star; Miss Hulme; producer Henry Blanke; screenwriter Robert Anderson; director Fred Zinnemann. Portions of picture will be filmed in Belgian Congo this winter.



Jack Webb as tough drill instructor, plays not-so-tough scene from "The D.I." with leading lady Jackie Loughery. Hard-hitting Marine Corps drama, as timely as today's headlines, is Mark VII Ltd. production, and is directed by Webb.



On a night-club piano, to be sure, is Ann Blyth, playing title role in "The Helen Morgan Story," musical drama of the fabulous torch singer and roaring '20's. Paul Newman and Richard Carlson co-star in long-awaited production, directed by Michael Curtiz, produced by Martin Rackin. (CinemaScope)



WE'RE DOING THINGS HERE AT WARNER BROS.

**RUNNER-UP NUMBER 2****DIAPER SERVICE AND ITALIANS HELP SELL.**

Submitted by John A. D'Amato  
Palace, New Britain, Conn.

1100 seats • 75 cents top admission  
General patronage.

Recently I exploited with considerable success the Italian-American theme of "Full Of Life." Our town has a population of approximately 10,000 Italian-Americans; and I felt that if I were successful in properly reaching this group our engagement would be a success.

My first contact with this group was with the pastor of the Italian church. I received splendid cooperation from him. He announced at all Masses the Sunday prior to our opening his personal endorsement of the picture. He gave a brief resume of the Italian-American theme of the film and urged all members of the parish to see it.

I was also permitted to put up a still display in the church recreation hall. This was very important since all Italian-American religious organizations hold their meetings and socials in this hall.

Also, from the pastor of the church I obtained a list of all Italian-American organizations in town. We have 47 organizations of this type. I sent a personal letter to the president of each inviting them to be our guest at the opening night performance. I arranged with the director of the Italian language radio program to tape record interviews with our Italian guests to get their comment on the picture. These interviews were in Italian.

My next tieup was with the Italian radio program. This runs one hour and a half daily and it is said that "every Italian in town listens to this program." I discovered the director of this program to be an intimate friend of Baccaloni, one of the stars of the picture, and he was very happy to go along with us on any type of radio promotion we desired. We started one week in advance to use radio plugs. We used transcribed Italian language interviews with Baccaloni and Richard Conte. The announcer added "long tales" to the interviews sometimes running up to five minutes each. One of the programs was devoted to Baccaloni operatic selections and humorous details of his rise to stardom. For four consecutive days following the opening of the picture we used the tape recorded interviews of our opening night Italian guests.

Also, for further Italian-American promotions I arranged still and poster displays in all Italian clubrooms in town; and arranged special store window dis-

plays in the Italian shopping neighborhood.

To promote the "expectant mother" angle of the picture, I was able to tieup two obstetricians in town by displaying a poster in their waiting rooms showing a still of Judy Holliday in an "expecting" condition. Also, I left a few passes with their receptionists to distribute to some of the patients. This caused much word of mouth advertising. I also made a tieup with a diaper service to distribute 1,500 flyers in bundles of diapers one week before opening.

My lobby display two weeks before opening consisted of a real clothes line on which diapers and still photos were hung with clothes pins. This display got a lot of laughs and not a person passed without noticing it.

**RUNNER-UP NUMBER 3****A BEAUTIFUL RENTAL DEAL**

Submitted by Pat R. McGriff  
Dodge, Eastman, Ga.

750 seats • 75 cents top admission  
Rural and urban patronage.

It sounds unbelievable to think that a theatre manager can fill his house two nights in succession without spending a penny; but it can be done—and it happened at my theatre!

Each year the Dodge County "Keep Green" Council, a civic-minded forestry-interested committee, stages a beauty contest to select "Miss Keep Dodge County Forests Green," to reign over all forestry festivities for a year.

It has been customary to hold this event at my theatre; but this year the committee proposed a change.

In turn, I approached each committee member on the subject and then appeared before the entire executive body. When I left the group I had "sold" them my house for a two-day use, instead of the one-day use as had been the custom in the past. I also upped my rent 25 per cent per night over the past year; and as a result my rent was greater than my daily receipts normally would have been.

I listed the following reasons as why they should use my facilities: convenience to the public; easy accessibility; warm; comfortable; adequate rest rooms and lounge facilities; stage ready built; proper lighting; perfect sound effects; ample parking area; snack bar available for everyone; and police protection furnished.

The committee not only benefited; but I more than received "tangible" restitution for my facilities. The weather was cold and rainy on both nights and I would not have had a handful of patrons to show to ordinarily. I curtailed operating expenses for two days. I more than tripled my snack bar income for I retained this privilege. The rental enabled my personnel to have more time off. The packed house both nights filled the entire business district with vehicles and in turn local merchants sales were boosted because of items seen in their window displays by moviegoers. This was particularly true of a committee member who loaned me the use of his furniture store for a girls' dressing room. The parents selected numerous suites of furniture in this one business. Most of all it got people back into the habit of going to the theatre and I received much free publicity from

**"What's With Sunday?" Philly Theatres Ask**

PHILADELPHIA—Although stopped Easter Sunday from holding live rock 'n' roll shows in the Mastbaum and Liberty theatres, Stanley Warner had a calypso stage show last week at the Mastbaum for seven days, including Sunday.

Sam Stiefel, independent Uptown, who previously ran several rock 'n' roll in the flesh shows on Sundays without city interference, held another one a week ago and nothing happened. He did not label show rock 'n' roll or anything else.

The relaxing of the Sunday ban on live shows is said to be responsible for the relighting of the Carman, set for May 29. Ben Zimmerman, former manager of the house, and Dave Rubin, former manager of independent neighborhood theatres, have leased the theatre from William Greenfield and plan to use name acts and films on the Sabbath and burlesque and films during the week.

local and state newspapers, radio and television. All at no cost to me. In fact, at profit to me.

Yes, sir, 63 beautiful girls can do a lot for a theatre if the manager will do his part!

**RUNNER-UP NUMBER 4****PICKETS OWN THEATRE**

Submitted by Helen Johnson  
State, Statesville, N. C.

446 seats • 50 cents top admission  
Rural and urban patronage.

Sometimes the success of a picture can be attributed to just one exploitation stunt, and such was the case recently with MGM's "Slander."

I wanted to impress quickly and effectively the type of picture I was playing, so I used plenty of the giant sized stock handbills available on the picture and distributed these on a door to door basis in advance, used some for mailing, and placed them in the nearby big city newspaper delivered door-to-door on opening date of the film.

Advance ads were used in local newspaper and radio. Regular lobby display with plenty of window cards used about town covered the situation very nicely—except that many patrons were still undecided just what type of slander the picture dealt with.

To put the idea across quickly, I had four picket signs, cards attached to sticks, made up. These read "State Theatre Is Unfair To Confidential Magazine," "Please Do Not See 'Slander.' It Is Unfair To Scandal Sheets." "'Slander' Is Unfair To Confidential, Uncensored And Hush, Hush Magazines," etc. These were carried by paid pickets who marched in front of the theatre during the rush hour of the day when most people were on the sidewalks. Curiosity got the best of a lot of them, and soon there was talk over town as to the stunt, many thinking we were having labor trouble, etc., and wanting to know what it was all about.

The stunt worked for us. It got us the attention desired, and pin pointed the type of "slander" the film dealt with. I attribute the success of the picture at our boxoffice to this one stunt.

**MOTION PICTURE EXHIBITOR**

— AWARDS —

**\$100<sup>00</sup> Per Month**

**TO THE WINNER**

OF

**SHOWMANSHIP SWEEPSTAKES**

**YOU, TOO, CAN COLLECT!**

**SEND YOUR ENTRY IN NOW!**





Harry J. Abbott, eighth International vice-president, was recently guest of honor at a dinner-dance tendered in his honor by Local 752, I.A.T.S.E., at the Hotel Walnut Park Plaza, Philadelphia. Many high I.A.T.S.E. officials attended the affair.

## Columbia International Drive Sets Records

NEW YORK—New all-time billings records for a single week have just been set by 17 territories throughout the world in a Columbia International "drive within a drive" in honor of the international company's president, Lacy W. Kastner.

Occasion for the special one-week effort was Kastner's birthday, and a special demonstration by way of a "birthday present" was arranged by sales manager Morris Goodman, who is acting as captain of the entire campaign, which bears the name "Lacy Kastner Leadership Drive," and ends at the close of May, the end of the international company's fiscal year.

Even though the week involved the pre-Easter period, traditionally not propitious business-wise in Latin-America, six territories there set new marks.

The territories hitting new highs were England, Ecuador, Egypt, Mexico, Finland, Lebanon, Belgium, Holland, Venezuela, Colombia, Chile, Israel, Germany, Austria, Peru, Portugal, Puerto Rico.

### Livingston Honored

LINCOLN, NEBR.—Robert R. Livingston, secretary, Theatre Owners of America, who is associated with Cooper Foundation Theatres here, was tendered a dinner by his associates last fortnight in honor of his celebrating 50 years in the motion picture business. He started in the business in 1907 as an operator in the local Elite, and managed, owned, and operated a number of theatres in the years that followed.

### The New York Scene (Continued from page 7)

vation was created and ordered put in use because several officers have been "accidentally embarrassed" recently in studios while assigned to pictures with military backgrounds.

THE METROPOLITAN SCENE: UA has arranged a good mailing piece which came directly from Monte Carlo plugging appropriately enough "The Monte Carlo Story." Included was a folder with the rules of play for the Casino at Monte Carlo. . . . Cinema Lodge's sixth annual golf tourney takes place Thursday, June 13. . . . When "The Way To The Gold" opens at the Paramount, a contest for the most film titles with the word "Gold" therein commences. Winners get gold-colored passes to see the film. . . . The mailing pieces on "Fire Down Below" keep getting hotter. . . . Tommy Sands heads the next stage show at the Roxy. "Desk Set," very funny, plays the screen. . . . A color film strip plus a 27-page story guide awaits distribution on "The Living Idol." Students, educators, historians, and others will like. Contact MGM if you want more info on this. . . . Aside to Mrs. Ethel G. Cline, Chesterfield County News and Henrico County Herald, Richmond, Va. We had the date right. It was a typo that slipped by. Thanks for keeping watch. . . . Ricardo Cortez in town to settle on a play for Broadway in the fall and to check out some TV scripts. . . . Harry Belafonte's record of "Island In The Sun" getting the full treatment to plug the picture of the same name, in which he stars.

### National Film Carriers Name Trampe President

NEW YORK—At the annual meeting of National Film Carriers last week at the Roosevelt Hotel Ray W. Trampe, Film Service, Milwaukee, was reelected president.

Others reelected were M. S. Wycoff, Wycoff Company, Salt Lake City, vice-president; George F. Callahan, Exhibitors Service Company, Pittsburgh, treasurer; Ira S. Stevens, New York, secretary; Harold S. Shertz, general counsel, Philadelphia; and Judge Ben Koenig, associate counsel, Los Angeles.

James P. Clark, John Harmon Vickers, Sr., and M. H. Brandon were renamed to the advisory committee, and members of the executive committee were also reelected at the meeting of the film service organization.

### Doll Named Todd V-P

NEW YORK—Bill Doll has been named vice-president in charge of publicity, exploitation, and advertising for the Michael Todd Company. He is currently handling the campaign for Todd's award winning film, "Around The World In 80 Days."

Doll, a former West Virginia newspaperman, has served as general press agent for all of Todd's Broadway and outdoor hits since 1939. He will continue to act as advisor to the industrial and theatrical clients represented by his own publicity firm, Bill Doll and Company.

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## Canada

### Canadian Censors Bar Fewer Films

TORONTO—Censorship in the Province of Ontario was made easier by the raising of standards in the opinion of the Ontario Film Censors. O. J. Silverthorne, chairman, Ontario Censor Board, in his annual report, said the U. S. motion picture producers had become more sensitive to "criticisms from private and public bodies."

The result was a reduction in the number of films "treated or classified" to limit the effect of objectionable content during the past year. During the last year, 21 per cent of all the films submitted were "treated or classified," as opposed to 25 per cent, the year previous.

Classification by the Censor Board has been satisfactory, "judging by the approval from outside the motion picture industry and by the progressive elements within," said Silverthorne.

Ontario solved the advent of films "aimed at the mature mind" through classification. Adult means admissions recommended only for persons 14 years of age and over; Restricted means no one is permitted to attend under 18 years of age. Ontario is the only province in Canada with the latter category.

Silverthorne predicts the closure of another 38 theatres in the province. The last report showed 545 theatres licenses would be issued whereas 548 were actually issued.

The Board received 575 full-length pictures for censorship, 90 more than last year, which meant a favorable situation for exhibitors, "many of whom found themselves short of films during the previous year." There were, however, 28 reissues.

Thirty per cent of the films submitted were not in the English tongue, said the report, compared with 33 per cent the previous year. The United States, however, supplied the bulk of the films, 333, with Italy submitting 103, Britain 68, West Germany 36, USSR 12, Japan six, Greece five, and Poland and Israel, one each. Of the 333 U. S. films, 22 were treated, 39 classified, 18 classified and treated, one restricted, one restricted and treated, and one rejected.

The Board also examined 177 16mm. full-length films, bulk of which were also from the U. S. In his report, Silverthorne complained the department had received objections about the advertising connected with films rather than the films themselves. He noted there was only one prosecution during the past year.

Merle Newton, head of the Manitoba Censor Board, in his report, said no films were completely rejected, but footage was cut from 28 to eliminate "primitive nudism, extreme cruelty, horror, hanging scenes, obscene action and dialogue, and preparation and administration of narcotics."

Manitoba classified 49 per cent of features for adult showing, and 51 per cent



Steve Broidy, right, president, Allied Artists, and W. A. Fielder, AB Pathe general manager, are seen at a conference held at Film House in London recently. AB Pathe is AA International's distributor in Great Britain.

for the family. Its report noted that under the Production Code certain subjects once barred can now be portrayed.

Reverend J. D. Vaughan, the Saskatchewan censor, who works with the Manitoba censors, viewed 1,775 films of all kinds. His report indicated that his board paid Manitoba board \$5,000 for the use of its facilities. His salary is \$4,746 and that of his assistant, \$3,680.

### Canadian Comment

James H. Richardson, treasurer, Paramount Pictures, was elected a director of Famous Players Canadian Corporation, Ltd., as the company's annual meeting. He replaces Lawrence G. Geering. His was the only change on the board, all of whom were reelected. Thirty-five stockholders, representing 70 per cent of the outstanding stock, attended the meeting.

A three-week public relations tour through western Canada has been begun by Charles Mason, publicity director. His itinerary includes visits to Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Victoria and Vancouver. Frank Lawson, Mason's assistant, will look after matters at head-office in the interim.

**CINE CHATTER:** Plight of Manitoba exhibitors so effectively put before the Government resulted in the lifting of amusement taxes on admissions of 50 cents and under. Harry Hurwitz, president, Association of Exhibitors, explained that TV had caused the closure of 23 per cent of theatres in the Greater Winnipeg area. This is the third straight year theatres were given consideration. Two years ago, tickets up to 25 cents were exempted, and last year this was raised to 30 cents. . . . The Alberta Government has cut license fee for drive-ins by 50 per cent. New scale is \$125 annually and \$25 per month for ozoners with a capacity of 500 or more cars, with the rate declining as the capacity becomes smaller. . . . With the recent retirement of Sam Jacobs as branch manager of Allied Artists in Montreal, Harry Cohen, formerly Montreal branch manager for RKO, was appointed to fill the post, according to an announcement by Douglas V. Rosen, general man-

## Continental To Open Offices In Canada

NEW YORK—Continental Distributing, Inc., will undertake its own sales and distribution in Canada with offices in key cities, it was announced in a joint statement by president Frank Kassler and chairman of the board Walter Reade, Jr. The territory will be under the direction of Carl Peppercorn, vice-president in charge of sales.

"It has long been apparent that Continental's expansion program required offices in Canada," Reade and Kassler stated, "and we are convinced that now is the time to do it. Not only will we handle sales and distribution for our own product, but for outside producers and distributors as well. We have concluded negotiations for several important motion pictures and specific titles will be announced shortly."

Reade flew to Cannes to attend the Film Festival there in an attempt to acquire new product for release in the 1958-1959 season.

Reade stated, "Last year when I visited the Cannes Festival, Continental announced that it had \$1,000,000 available for the acquisition of new product. That sum and more was spent in the past 12 months for six films and the screen rights to two properties. With the expansion of our sales organization and the acquisition of these six new films, all of which will be released before the end of the year, Continental is in its strongest position since its inception five years ago."

ager for AA of Canada. . . . Harry J. Allen, Cardinal Films, Ltd., president, after one siege in the hospital, was back in New Mount Sinai, Toronto. . . . Eastern Theatres, Ltd., operators of the Imperial, Toronto, announced it would reseat the house, the largest in Canada, in a gradual changeover. . . . Four Canadian newspapermen were invited to appear in Paramount's "Teacher's Pet," now in work. They were Ken Johnson, Toronto Telegram, Ron Johnson, Globe and Mail, Bob Shields, Calgary Herald, and Jacques Laroche, the Montreal LaPresse. . . . Grant McLean was officially confirmed as director of production for the National Film Board, succeeding Donald Mulholland, recently promoted to a newly-created post, director of planning and operations. . . . United Amusement Corporation, Ltd., Montreal, is arranging the sale of theatres whose operations are not profitable, according to its annual report. The Plaza, Montreal, has already been sold. The company showed a net profit of \$274,641, or 85 cents a share, for 1956, compared with 71 cents last year. . . . The Manitoba Motion Picture Exhibitors Association has asked for a suspension of the Manitoba amusement tax for a period of two years. President Harry Hurwitz pointed out that a lack of business because of TV had caused the close of 23 per cent of the theatres in the Winnipeg area. . . . Hamilton Theatre Managers Association raised \$1,000 for the Variety Village vocational guidance school supported by show business in a special benefit show.—HARRY ALLEN, JR.

## Town's Only Theatre Shuttered By Vandals

BUFFALO—Vandalism has closed the only motion picture theatre in Wilson, N. Y., near Lockport. Manager Francis A. Tate has shuttered his 325-seat Wilson theatre on the main street of the town and has posted a sign above the marquee reading, "Some Teenagers Closed This Theatre."

Tate estimates vandals have caused \$1,000 damage in the theatre within the last six months. He said young hoodlums slashed upholstery on 56 seats, damaged the screen by tossing gum, ripe fruit, and other objects, and smashed the marquee at least four times. He said he has had town constables and sheriff's deputies patrol the aisles on several occasions, but was unable to locate the vandals. Tate declares he has no immediate plans to reopen the theatre. He said that if something could be worked out with parents to discipline the youngsters or accompany them to the theatre, he may reopen.

Tate also closed his Newfane, Newfane, N. Y., also near Lockport. This theatre, however, is operated only during the winter months.

## Albany

Dominich Carelli's Hudson River Drive-In, Stillwater, N. Y., is bidding for first run against Jules Perlmutter's State, Mechanicsville, N. Y. . . . The Variety Club held its regular monthly meeting in the Sheraton-Ten Eyck Hotel headquarters. Steward service has been discontinued for the summer. . . . John Boyd Thacher, 2nd, six times Mayor of Albany and former Children's Court Judge after whom Variety Club named its summer camp for boys, died. . . . Allied Artists took over operation of the exchange here which had been operated by Nate Dickman and Harry Berkson, of Buffalo, under franchise. . . . Joseph Warren named Sidney Dwore, operator, Cameo, Schenectady, N. Y., as buyer and booker for the new Super 50 Drive-In, Ballston Spa, N. Y. . . . Governor Averell Harriman vetoed the Oakula-Savarese Bill, which would have permitted women over 21 to work extra hours, provided the total in any week was not more than 48.

## Atlanta

William R. Griffin has sold the Cullman and Ritz, Cullman, Ala., to Fred H. Massey, Massey Seating Company, Nashville, Tenn. G. O. Anderson will be manager. . . . Sympathy was extended to Howard Brooks, Parkview Drive-In, Marysville, Tenn., on the death of his mother. Parkview manager Earl Morris was back on the job following eye surgery. . . . Mrs. Edith Brewer, secretary, Dixie Drive-In Theatres, resigned. . . . Mary Jarvis, ABC Booking Service secretary, was back at her desk following illness. . . . The Exhibitor Service has taken over buying and booking for the Cherokee Drive-In, Gatlinburg, Tenn.

Martin Theatres' Enzer, Troy, Ala., closed after 41 years of continuous operation. . . . William Powell, former New England exhibitor, is the new owner, Number One Drive-In, Daytona Beach, Fla., from Mrs. Belle Dow.

# NEWS OF THE TERRITORIES . . .



Edward L. Kingsley, Kingsley International Pictures, was in Boston recently for the premiere of "Lady Chatterley's Lover," Beacon Hill. He is seen, center, with Sam Richmond, general manager for Ben Sack, and right, Alex Francis Smith, manager, Beacon Hill.

## Boston

Interstate Theatres Corporation has taken a long term lease on the Milford Drive-In, Mendon, Mass., from owner Arthur Howard, president, Affiliated Theatres Corporation. With this latest acquisition, Interstate now operates eight drive-ins in the New England area. . . . Joseph Dubiel, manager, Park, Fall River, Mass., for the Yamins Circuit, was married to Ethel Roscha, former cashier at the theatre. . . . Mrs. Marilyn Paul, wife of the co-owner, Major Theatre Equipment Corporation, has resigned her post as secretary to Carl Goldman, Independent Exhibitors, Inc., to await the stork. She is being temporarily replaced by Mrs. Corrine Jaffe, who will continue through the important regional convention of IENE, June 3-4 at Toy Town Tavern, Winchendon, Mass.

Although admissions to theatres and other amusements are not included in the proposed three per cent sales tax now under consideration in the Massachusetts Legislature, there is still doubt as to the possible taxing of film rentals to the film companies in the bill, which would come under the heading of leases of personal property. Both exhibitor organizations in the city, Independent Exhibitors, Inc., of New England and Allied Theatres of New England, are seeking a clearer interpretation of the meaning of the bill as it affects exhibition.

## Ted Rosenblatt, Exhibitor Active With IENE, Dies

BOSTON—Ted Rosenblatt, 50, Rhode Island exhibitor, died suddenly last week while visiting the offices of Affiliated Theatres Corporation here, buyer and booker of his Community, Centerdale, R. I. He also was a partner with Morris Safner in the Route 44 Drive-In, Smithfield, R. I.

Active for many years in Independent Exhibitors, Inc., of New England, Rosenblatt was a director of that organization and president, Drive-In Theatre Association of New England, a subsidiary of IENE. He is survived by his widow, Fanny, two sons, and a daughter. Funeral services were held in Providence, R. I.

NEW HAMPSHIRE NEWS—The Colonial, Nashua, is being torn down by the New Hampshire Consistory, owner of the property. The building served as a theatre for more than 40 years. . . . At the grand reopening of the Starway Drive-In, Dover, free treats were given to all the customers. . . . Over \$200 worth of free gifts were given away at the opening of the Rochester Drive-In. . . . Citizens of Woodstock, Vt., feel that their town is not "Peyton Place," and have raised strong objection to the New Hampshire author's story being filmed there.

## Buffalo

A resolution which would permit the city to purchase the former Capitol Theatre Building for a recreation center was before the City Council. . . . Harry Berkson and Nate Dickman have sold their Allied Artists franchise here and in Albany and will devote full time to their drive-in interests. Allied Artists will operate the exchanges itself. . . . The legitimate Erlanger is being razed to make way for an office building. . . . Elmer F. Lux, past chief barker, Variety Club, is a member of the board of directors of the non-profit corporation formed to finance Buffalo's 125th civic birthday celebration, Sept. 21-30.

Mrs. Florence F. Belinson, widow of Ben Belinson, who died recently, and who was associated with him in conducting the Little, Rochester, N. Y., for the past 25 years, will continue to operate the theatre as heretofore. The Little is thought to be the only "art" theatre in the country which has maintained for 25 consecutive years this policy under the same ownership management.

## Charlotte

A trade screening of the first Rank release, "Reach For The Sky," was held in the Fox screening room. Dave Prince, representative of the company for the territory, called on exhibitors with reference to the distribution of the film. . . . The bill banning the showing of "Island In The Sun" in South Carolina was tabled. . . . The regular WOMPI meeting was held in the Selwyn Hotel. The service committee reported that aid is being given to a former member whose son recently underwent a heart repair operation at Johns Hopkins. . . . George Roscoe, field representative, Theatre Owners of America, returned to New York after a swing through the Carolinas. . . . W. G. Enloe, Raleigh, N. C., theatre manager, was nominated for reelection to the Raleigh City Council in the municipal primary.

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**Charles W. Piquet, 81,  
Pioneer Exhibitor, Dies**

SOUTHERN PINES, S. C.—Charles W. Piquet, 81, pioneer exhibitor, died at his home here last fortnight. He was active in the management of the Carolina at Southern Pines until his death. From 1923 to 1937 he was president, Theatre Owners of North and South Carolina; and for 10 years was vice-president, National Theatre Owners Association.

In 1911, Piquet "retired" from vaudeville and musical road shows and bought a home at Southern Pines. However, two years later, on insistence of Southern Pines officials, he took over and reopened the town's only movie house, later buying the theatre. At the invitation of Pinehurst, Inc., he designed and built the theatre at Pinehurst, N. C., which he operated seasonally until a few years ago.

**Chicago**

The 15th anniversary of Spyros P. Skouras as 20th-Fox president was observed here with the screening of the CinemaScope product feature in the Oriental. . . . John C. Miller, 78, former operator, Colonial and Star, Quincy, Ill., died. . . . Dino Tubekis, Alliance Amusement Company division manager, became the father of a son. . . . Ted Todd, veteran 20th-Fox publicist, has retired. . . . Charles Dietsch leased the Henry, Henry, Ill., from Bissell Shaver.

**Cincinnati**

Roy Brewer, branch operations manager, Allied Artists, was in to confer about States Film Service taking over AA's inspection and shipping. . . . National Theatre Supply has installed new projectors in the Alhambra, Dayton, O., owned by Ben Fialia; has laid floor covering in the Martin, Martin, Ky., and the Strand, Prestonsburg, Ky., both owned by Lawrence Keathley; and has installed playground equipment at the local Oakley Drive-In. . . . Women volunteers in the Variety Club Old Newsboys Day fund campaign were guests at a luncheon at which Councilwoman Dorothy N. Dolbey was the principal speaker. . . . Florence Schumacker, U-I employee for 35 years, retired, and Della Graf, formerly with RKO, replaced her in the cashier department. . . . Tri-State Theatre Service is booking and buying for the Robey, Spencer, W. Va., H. Robey, owner. . . . Verna Demerle, cashier, States Film Service, was married to Darrel Dwyer.

COLUMBUS, O., NEWS—Judiciary committee of the Ohio House of Representatives recommended a measure to make parents financially responsible for vandalism of their children, up to \$300. . . . The Broad, Lancaster, O., operated by Leo Kessel, has closed. Ruth Eyman was manager. Lease on the theatre building was purchased recently by the Equitable Federal Savings and Loan Association. Kessel will continue to operate the Palace. . . . Mrs. Catherine Alderman has been named secretary to Robert Wile, executive secretary, Independent Theatre Owners of Ohio. She succeeds Mrs. Erva Swysgood, who resigned.

**Indie Distrib Dies  
In Cleveland Hospital**

CLEVELAND—Irwin Pollard, 58, co-owner with Jack Zide, Detroit, of Imperial Pictures, died suddenly in Mt. Sinai Hospital last fortnight of a heart attack. He had entered the hospital for surgery, but succumbed during a period of preliminary tests.

Born in Cardiff, Wales, Pollard spent his early years in Canada, but almost all of his adult business career was spent in the motion picture industry in the Detroit and Cleveland exchange areas. Long in the distribution field in Detroit, he came to Cleveland in 1947 to become branch manager, Republic. Five years later, he gave that up to return to Detroit as sales representative, United Artists. In May, 1955, he bought the Imperial Pictures exchange, only independent distributing organization in northern Ohio, and operated it until his death. He was an active member of the Variety Club and was currently serving as a member of its board of directors.

Funeral services were held in Temple Memorial Home, with burial in Lake View Cemetery. Surviving are his widow, Sarah, three children, a sister and five grandchildren. Pall bearers were Ted Mash, M. B. Horwitz, Frank Cost, Leonard Mishkind, Manny Stutz, S. P. Gorrel, Ted Levy, and Robert Schwartz.

**Cleveland**

Alan Sogg, son of Jack Sogg, MGM branch manager, will be Dr. Alan Sogg after June 7, when he graduates from the Cincinnati University Medical School. . . . M. B. Horwitz, Washington Circuit, plans to go to New Haven to attend the Yale graduation of his grandson, Stuart Miller. . . . Bernard Gardner, one time Paramount Columbus, O., salesman, and now owner of drive-ins in Ohio and Kentucky, was a patient in University Hospital, Columbus. . . . Arthur Goldsmith, DCA sales representative, is setting up a multiple first-run playdate schedule on "Rock, Rock, Rock," dualled with "Bermuda Fair," for the week of June 12. . . . Ernest Sands, Warners central division manager, and Sandy Epworth had a quiet, small wedding in New York.

**Dallas**

Since announcing that it would close on May 11 after a one year run, Cinerama's "Seven Wonders Of The World" in the Melba has been extended to May 20. . . . The arrest of an Oak Cliff businessman, Wyman H. Parr, climaxed what FBI agents termed a three year probe into a farflung "stag party" film ring, with operations from New York to San Francisco. At the same time, a federal grand jury here returned indictments charging Parr and four others with conspiring to put lewd films in interstate commerce. The others were arrested earlier this year and are free on bond. Dallas was headquarters for the production and processing of the lewd film, according to Dallas FBI Chief W. A. Murphy.

Frontier Theatres is attracting lots of attention with its Jubilee promotion designed to win the ladies back to movies.

## Denver

Joe Vleck, head of the special films department, Fox Inter-Mountain Theatres, and manager, Esquire, was named managing director, Tabor, which is to be reopened for the run of "80 Days Around The World." . . . Jim Ricketts, Paramount branch manager, became the father of a girl. . . . "Night Passage" is to be world-premiered in the Paramount on July 17, and Jack Wodell, manager, is hoping to have James Stewart here for the event. The film was shot in southwestern Colorado, and in one of the scenes former Governor Ed C. Johnson appears. . . . Jack Pattison resigned as shipper, Allied Artists. He is succeeded by Elmer Finch, former shipper, RKO. . . . Fred Curtiss, Thermopolis, Wyo., theatre owner, was ill at home for several weeks. . . . Robert Hill, branch manager, Columbia, has completed 25 years with the company.

Southwestern Film Service added five 40-ton trucks for delivery service, having received authorization to deliver theatre supplies throughout New Mexico. . . . As soon as it can be redecorated, United Artists will move into the office vacated by RKO.

## Des Moines

Delmar Anderson has taken over operation of the Rialto, Villisca, Ia. Florence Veek, who only recently took over the house, died last month. . . . Alden Schroeder is manager, Skylark Drive-In, Creston, Ia. . . . Clarence Lay has been named manager of the drive-in near Marshalltown, Ia. . . . The Paramount exchange, Omaha, has been consolidated with the Des Moines office, the fourth distribution office to merge with its Des Moines branch. M. E. Anderson, Omaha branch manager, will remain in that city. . . . M. C. Marquis has purchased the Star, Colfax, Ia. . . . Betty Hemstock, National Screen, was elected president, WOMPI. Florence Work, Central States, was named vice-president, and Camilla Neally, Paramount, recording secretary. . . . Friends of Fred Armington, MGM, gave him a farewell party. Armington has been transferred to New Orleans, where he will become branch manager.

## Houston

Tom Payne, president, newly-formed Horizon Film Productions, announced an agreement with Columbia to distribute from four to six films produced by his group. Former western star Don Barry will direct and Columbia will furnish technical facilities. The first picture "Ghost Horse," will be shot near Kerrville, Tex., in late June. . . . Stanley Shelton has been transferred from the Tower to the

Eastwood and promoted to manager. Mae Coats has been named assistant, Tower. Lionel Hannington, manager, Eastwood, has been named business manager, Interstate's Fred Astaire Almeda Dance Studio. . . . John F. Koteris, head usher, Majestic, won a scholarship to St. Thomas University. . . . Norman Jackson has been named assistant chief usher, the Majestic. . . . Al Lever, city manager, Interstate Theatre Circuit, was in the Methodist Hospital with a leg ailment.

## Jacksonville

Don Yarbrough, 20th-Fox publicist, Atlanta, visited the state to work on exploitation programs with Florida circuits. . . . Abner Camp, Howco branch manager, returned from a company gathering in Chicago and announced that Howco plans to enter the production field. . . . George Frank is now managing the Victoria, New Smyrna Beach, Fla. . . . Maurice Magnan is effecting a repair program at the Lake

# Film Exchange and Dealer Listing for the ST. LOUIS FILM TERRITORY

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## • Film Distributors

### ALLIED ARTISTS, 3212 Olive St.—JEFFERSON 3-0477

Br. Mgr.: Maurice Schweitzer. Office Mgr. and Booker: William Tenge, Jr. Sales: R. C. Lightfoot, Joe Howard. Asst. Booker: Margaret Collins. Cashier: Dorothy Lowery. Emerg. Phone: Tenge, UNDERWOOD 7-5865.

### BUENA VISTA (Disney), 3309 Olive St.—JEFFERSON 5-1159

Office Mgr. and Booker: Marylu Sturhahn. Emerg. Phone: PARKVIEW 7-4863.

### COLUMBIA, 3306 Olive St.—FRANKLIN 1-2265

Br. Mgr.: Clarence D. Hill. Office Mgr.: Rose Hearle. Sales: Stanley Smith, L. A. LaPlante, George Cohn. Booker: Charlotte Murphy. Cashier: Hermine Burgdorf. Emerg. Phone: Hearle, TAYLOR 1-4524.

### METRO-GOLDWYN-MAYER, 3010 Olive St.—JEFFERSON 3-0201

Br. Mgr.: Harry Bache. Office Mgr.: Clarence Ritzler. Sales: George Reilly, Harry Hopkins, Arthur O'Toole. Bookers: Alfred Coco, Frances Hoffman, Julia Hlovaty. Cashier: Fan Krause. Field Exp.: Bernie Evens. Emerg. Phone: Bache, VICTOR 3-2225.

### NATIONAL FILM SERVICE, 3330 Olive St.—FRANKLIN 1-6572

Br. Mgr.: Meyer Kahan. Office Mgr.: Forest Beckham. Emerg. Phone: PARKVIEW 7-1583.

### H. J. O'BRIEN, 3238 Olive St.—JEFFERSON 5-8827

Br. Mgr.: H. J. O'Brien. Emerg. Phone: None.

### PARAMOUNT, 2949 Olive St.—OLIVE 2-3680

Br. Mgr.: Harry H. Haas. Office Mgr.: Jerry Bahner. Sales: William Sharpe, Jack Martin, Wayne Stephenson. Bookers: Henry Zach, Edna Boyne. Cashier: Terry Boehm. Field Exp.: James Castle. Emerg. Phone: None.

### REALART, 3216 Olive St.—JEFFERSON 3-6397

Owners & Mgrs.: Herman H. Gorelick, George E. Phillips. Cashier: Eileen O'Connell. Emerg. Phone: Gorelick, PARKVIEW 5-2586.

### REPUBLIC, 3320 Olive St.—JEFFERSON 3-6548

Br. Mgr.: Ray J. McCafferty. Office Mgr. and Head Booker: Grace Engelhard. Sales: Joe Benedick. Cashier: Marcella Devinney. Emerg. Phone: None.

### 20TH CENTURY-FOX, 3330 Olive St.—JEFFERSON 3-3185

Br. Mgr.: William C. Gehring, Jr. Office Mgr.: Florence Patke. Sales: Richard Stahl, Arthur McManus, Stanley Soderberg. Booker: Bill Thomas. Cashier: Mary Braun. Emerg. Phone: None.

### UNITED ARTISTS, 3316 Olive St.—JEFFERSON 3-0346

Br. Mgr.: D. J. (Bud) Edele. Office Mgr.: Helen Pausch. Sales: Eddie Stevens, Tony Beninati, Fred Mound. Bookers: Ralph Hacker, Terry Hynes. Emerg. Phone: None.  
(Mid-Central Dist. Mgr. in residence: F. J. (Mike) Lee.)

### UNIVERSAL, 3203 Olive St.—JEFFERSON 3-3800

Br. Mgr.: Tommy Dunn. Office Mgr.: William Emas. Sales: Harry Hynes, Jr., Hugh Nesbitt, Dave Ross. Bookers: Marge Murphy, Woodrow Cole. Cashier: Marie O'Brien. Emerg. Phone: None.

### WARNERS, 3304 Olive St.—JEFFERSON 3-8656

Br. Mgr.: Lester J. Bona. Office Mgr.: Charles (Chick) Scheufler. Sales: Jim Hill, Wallie Gleason, Homer Hisey. Bookers: Ed Ditzenberg, Ed. Hinchey, Jr. Cashier: Josephine Gollub. Emerg. Phone: None.  
(Southern Prairie Dist. Mgr. in residence: Hall Walsh.)

## • Supply Dealers

### ANDY DIETZ ENTR., 3142 Olive St.—OLIVE 2-0603

### NATIONAL THEATRE SUPPLY, 3212 Olive St.—JEFFERSON 1-6350

### ST. LOUIS THEATRE SUPPLY CO., 3310 Olive St.—JEFFERSON 3-7974

## • Screen Trailers

### NATIONAL SCREEN SERVICE, 3318 Olive St.—JEFFERSON 3-9694

Br. Mgr.: Herb Washburn. Office Mgr.: Eddie Koehr. Sales: Benny Lass, Gene Beckham. Cashier: Esther Collmeyer.

## • Signs, Advertising and Printing

### THEATRICAL PRINTING, 3311 Olive St.—FRANKLIN 1-4299

### NATIONAL SCREEN SERVICE, 3318 Olive St.—JEFFERSON 3-9694.

## • Film Delivery Services

### ATOMIC SERVICE, Lynn Bloodworth, Blytheville, Ark.

### CLIFF BURTT, 3304 Olive St.—JEFFERSON 3-8656

### A. G. DRUMTRA, Staunton, Ill.

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**Charlotte Territory**

Issue of May 22

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Issue of May 29

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## Schine Memorial Fund Sends Kids To Camp

GLOVERSVILLE, N. Y.—The organization committee for the Louis W. Schine Day Camp Fund of the Jewish Community Center held its first meeting last fortnight in the Jewish Community Center.

The late circuit executive was very much interested in the Day Camp which was constructed last year on Sacandaga Reservoir at Mayfield, N. Y. As a memorial to Schine, a group of his friends established the Day Camp Fund, its purpose to grant each year as many camp scholarships as possible.

The committee members attending the meeting were Seymour L. Morris, chairman; Jesse A. Cash, treasurer; Donald Schine; Howard Antevil; and Joseph Lazarus.

Shre. . . . George C. Hoover, International Executive Director, Variety Clubs International, addressed the senior class, alumni, and professional people at a luncheon meeting at the University of Florida last week. He spoke on advertising, marketing, public relations, and organization. . . . Harry Vincent, with Florida State Theatres for 38 years, resigned. He was manager, State, Sarasota, Fla., and will be replaced there by Carlton Bowden.

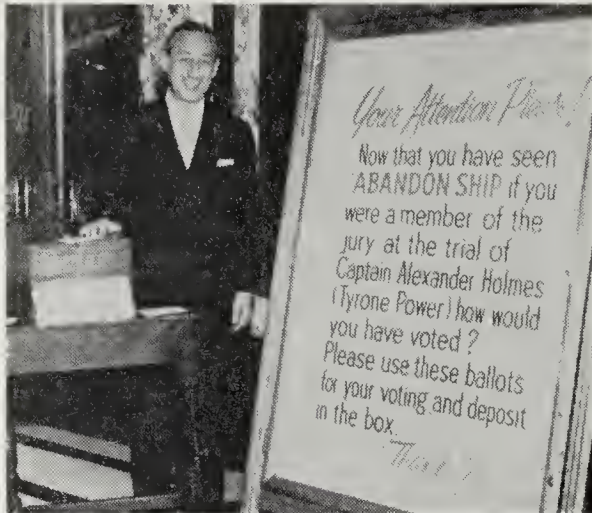
**MIAMI, FLA., NEWS**—Appointed administrative assistant to Sidney Meyer, co-owner, Wometco Theatres, was Charles Goldstein, also associated with the circuit's affiliate, Reela Films. Jack Winters, formerly manager, Sunset, South Miami, Fla., was appointed Wometco staff assistant, concentrating in the advertising and exploitation of Wometco attractions through television and radio. . . . Arthur Lasance is the new Wometco drive-in relief manager.

## Minneapolis

Burr Cline, operator, Star and Sunset Drive-In, Jamestown, N. D., has taken over operation of the Grand there. The house formerly was operated by Minnesota Amusement Company. . . . Emil Brombrock, assistant shipper, Universal, died. . . . Jack O'Brien, long-time operator, Hollywood and O'Brien, Tracy, Minn., died following a heart attack. His O'Brien was scheduled to reopen as a "B" house after being closed for some time. . . . Paul Weiss, former salesman, Columbia, and now manager, Music Corporation of America, Miami, Fla., was reported recuperating from a heart ailment. . . . Betty Johnson, biller, 20th-Fox, resigned. She is replaced by Patricia Ramerth, former clerk. . . . Harry Weiss, RKO Theatres district manager, returned from a trip to several Iowa situations and to Champaign, Ill.

## New Orleans

Marie Berglund, Motion Picture Advertising Company, Inc., was elected WOMPI president to succeed Ruth Toubman, Southeastern Theatre Equipment Company. Others named at a dinner meeting at the Monteleone Hotel were Ann Balencie, Paramount, first vice-president; Imelda Giessinger, Richards Center, second vice-president; Lee Nickolaus, Cohen Enterprises, corresponding secretary; Judy Hanner, Universal, recording secretary;



Robert K. Shapiro, managing director, Paramount, New York, is seen beside the recent display used in his "Guilty or Innocent?" promotion in connection with Columbia's "Abandon Ship." The photo shows the display board calling attention to the ballots and ballot box.

and Antoinette Bollhalter, Cohen Enterprises, treasurer. Board members elected were Carmen Smith, Exhibitors' Poster Exchange; Bernice Chauvin, MGM; Ethel Holton, 20th-Fox; and Anna Oliphant, Richards Center.

Henry Raziano plans to dismantle the Kenner Drive-In on the Airline Highway and rebuild on the new Veteran's Highway, Metairie, La. . . . Victoria Baye is the new contract clerk, United Artists. She will replace Mary McLaughlin, who is retiring. . . . 20th-Fox's "The Big Show" was set for screening in the Saenger this week. . . . Southern Amusement Company has reequipped the Surf Drive-In, Lake Charles, La. . . . Sidney Mathewson Havenar, 42, film buyer, Exhibitor's Cooperative Service, was killed by an automobile on the Airline Highway, evidently while attempting to push his stalled car.

## New York

Maurice (Red) Silverstein, MGM's home office executive staff, returned from a two-week European visit on new projects. . . . Cecil B. DeMille was presented by the Grand Lodge of Free and Accepted Masons, State of New York, with its "Distinguished Achievement Medal" for his film "The Ten Commandments," and other religious screen productions, and for his contributions to his community and country, at an affair held in the Grand Ballroom of the Sheraton-



Charitable minded dancer Julie Gibson is seen recently at Variety Club Tent 13, Philadelphia, as plans were made for the annual "Heart Fund" activities. From left to right are Todd Richards, Jack Drucker, Leonard Matt, Charles Zengler, Miss Gibson, Paul Martin, Chief Barker Sylvan Cohen, Jake Weiner, Edward Emanuel, and Buddy Ottenberg.

## Century Subsidiaries Sue Fred Schwartz

WILMINGTON, DEL.—The Court of Chancery action by Fred J. Schwartz, former president, Century Circuit, Inc., has been followed by a cross-suit instituted for four wholly-owned Century subsidiaries, the 18th Street Realty Corporation, Grupenel Realty Corporation, Queens Park Operating Corporation, and Huntstay Operating Corporation, represented by attorneys S. Samuel Arsht and Harvey S. Kronfeld, of the firm of Morris, Steel, Nichols, and Arsht, and by the New York law firm of Zalkin and Cohen. The new action seeks the return of money paid to Schwartz in severance and salary, because of charges made by Schwartz in his suit.

According to the complaint, when Schwartz resigned as Century's president on March 2, 1955, an agreement was made that he be given severance pay by the companies, plus a salary for his advice and counsel, less anything he might be paid by the Distributors Corporation of America. The complaint avers that, under this agreement, Schwartz would be paid by Century, \$60,000 in severance, \$20,000 a year for three years ending Jan. 9, 1957, plus \$400 monthly for an indefinite period; by 18th Street Realty, and by Grupenel Realty, each, \$6,000 in severance, \$2,000 a year for three years, plus \$25 monthly; by Combined Century Theatres, Inc., \$9,000—\$3,000 a year in severance, \$291.60 to June 30, 1956, plus \$941.67 thereafter; and, by Queens Park, the same as severance in 18th Street Realty, but \$175 a month salary.

Astor Hotel. . . . Robert K. Shapiro, president, New York's Cinema Lodge of B'nai B'rith, announced that the sixth annual industry golf tournament and funfest sponsored by the Lodge will be held at Vernon Hills Country Club, Tuckahoe, N. Y., on June 13. . . . Morey R. Goldstein, vice president and general sales manager, Allied Artists, announced that a contract had been signed for the showing of Billy Wilder's "Love In The Afternoon" at the Paramount, New York, late this summer. . . . Members of the New York Film Directors Organizing Committee voted overwhelmingly to reject the latest terms of affiliation offered by the Screen Directors' Guild of America, and to set up their own local screen directors' organization to negotiate with the New York film producers.

## Philadelphia

MGM booker Phil Gallagher would like to hear from Vine Streeters interested in getting up a film center bowling league. . . . Tri-States Buying and Booking Service announces it is now handling the Roxy, Ashland, Pa. . . . Nat Levy, RKO's eastern sales manager, was in for conferences with sales executives at U-I and Jack Harris, whose Screen Guild exchange, is handling the RKO films not included in the domestic distribution deal with U-I. . . . 20th Century-Fox designer Charles LeMaire was in for appearance at Strawbridge and Clothier's department store in connection with "Desk Set." . . . Harry J. Abbott, eighth international vice-president, IATSE, was honored at a recent dinner dance tendered in his hon-

### Top This, If You Can!

**PHILADELPHIA**—And then there was the theatre manager who hated rock 'n' roll music so much that he kept the sound track turned way down to a whisper all during his showing last week of "Rock Baby, Rock It," which features 17 songs with the "beat."

At least, Joe Solomon, local distributor of the epic, claims it actually happened!

or by Local 752, IATSE, at the Hotel Walnut Park Plaza. Many high IATSE officials were in attendance at the affair, and Abbott was presented with a valuable gift. . . . The Philadelphia chapter of the National Foundation for Infantile Paralysis recently held a dinner meeting at which time a certificate of appreciation was presented to John B. Kelly for his many years of untiring efforts on behalf of the fight against polio. Others receiving citations for services were Edward Emanuel, campaign chairman for 1957; Raymond A. Thomas, Postmaster of Philadelphia; and Victor H. Blanc, district attorney of Philadelphia. A number of other civic and business leaders were presented service pins and citations including Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; and Fire Commissioner Frank McNamee.

**HARRISBURG, PA., NEWS**—Manager Bernard J. Bispeck and assistant, Fred Fortino, went all out to arrange a grand welcome for the return of Walt Disney's "Cinderella" to the Senate. Through a tie-up with City Cleaners, newspaper space was purchased to promote a "Cinderella" Color Contest that attracted much attention. . . . E. G. Wollaston, city manager, Fabian Theatres, has been named chairman of the steering committee of the new Downtown Harrisburg Association of the special events committee, Harrisburg Chamber of Commerce. . . . Mark Rubinsky, owner, Uptown, has been playing fine films made in England and other countries abroad with varying success. Patrons have been rallying to his support.

**READING, PA., NEWS**—The Mt. Penn Fire Company has named a committee to survey needs for improvements in the Majestic, owned by the fire company. . . . Charles H. Bickel, 76, for many years a projectionist in local theatres, died.



The Variety Club Ladies' Auxiliary of Tent 13, Philadelphia, recently honored Mrs. Kathryn Sura with its fourth annual "heart award" for her devoted service to humanitarian causes. Seen, left to right, are Edward Emanuel, chairman, March of Dimes campaign; Sylvan M. Cohen, chief clerk, Tent 13; Mrs. Sura; Mrs. Robert Hanover, president, VC ladies' auxiliary; Victor H. Blanc, district attorney, Philadelphia; and Ralph W. Pries, state chairman, March of Dimes.

### Pittsburgh

The Variety Club will award Carl Ide a plaque for his untiring efforts in behalf of the Dick Kadis Fund. . . . Dave Wald, former 20th-Fox salesman and Buena Vista branch manager, quit Film Row for good to join the Ben Thorpe Company. . . . Dr. and Mrs. Luke Barnett, the Paul Bronders, and Superintendent of Police and Mrs. Jim Slusser hosted the Family Night at the Variety Club last week. . . . Mrs. May Weir, Warners booker, underwent surgery and is expected to be away for a minimum of six weeks. . . . Leonard Mintz, Buena Vista representative, remains with the company when he returns to Philadelphia. First, his replacement here must be set. . . . The Skyline Drive-In, New Castle, Pa., is no longer represented by Vince Corso. . . . James F. Sharkey, Columbia branch manager for a number of years, is continuing his suit in Detroit against Co-op Theatres, an organization which discharged him as head film buyer following illness. He seeks \$500,000. . . . Alex Manos remains under treatment for a spinal condition in Westmoreland Hospital, Greensburg, Pa., and will not resume his circuit duties for several months.

### Portland

Eight IGA super markets joined in the search for an unknown to play the title role in "The Jack Dempsey Story," an independent production of Sam Wiesen-thal. Ballot boxes were set up in the markets, and the event was advertised in

Oregon Journal food ads run by the various stores, carrying entry coupons. . . . Frank Breall, former Newsreel operator, was to sponsor the Birdland of 1957 Revue in the Auditorium this week. Zollie Volchok, Northwest Releasing, is booking the show into 11 cities throughout the west.

### St. Louis

The shuttered Will Rodgers has been sold by Southern Enterprises to non-theatrical interests. The circuit also disposed of the New Vernon, New Vernon, Ind. . . . The Missouri General Assembly killed a bill which would have established a minimum wage scale in the state, as well as another which would have outlawed Daylight Saving Time. . . . Invitations were issued for the screening of 20th-Fox's "The Big Show" in the St. Louis this week. . . . Sympathy was extended to Universal branch manager Tommy Dunn, Jr., on the death of his father in New Orleans. . . . Henry Johnson, former owner and operator, Compton, with his brother, Sidney Johnson, died in Florida. . . . Ed Hood is manager, Cluster Drive-In, Salem, Ill. . . . After several weeks' successful Sunday operation of the Lafayette with German product, George Kinzmaier

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Gene McKenna, seated left, operator, Perry and Chief, Perry, Okla., recently discussed plans for the world premiere of Paramount's "The Buster Keaton Story" at both houses with, seated at right, Robert Donahue, president, Perry Chamber of Commerce, and Gordon Leonard, coordinator, Oklahoma Semi-Centennial; and, standing, Herb Steinberg, Paramount national exploitation manager; and C. H. Weaver, Paramount Oklahoma City branch manager.

# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you\* are lacking for a job, . . . or IF you\* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**WANTED—A MANAGER** for theatre with good run, midweek art policy, in Philadelphia suburb. Must have experience, good exploitation background. BOX A51, c/o M. P. EXHIBITOR, 246 North Clarian St., Phila. 7, Pa.

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**CAPABLE MANAGER WANTED.** Pleasant Southern resort area. Top proposition to man willing to work and produce. State qualifications first letter. P. O. BOX 1427, New Orleans, La. (51)

**PROJECTIONIST**, experienced, wanted for theatre in Seashore Summer Resort in Southern New Jersey. June 1st to Sept. 15th. Reply BOX A515, c/o M. P. EXHIBITOR, 246 North Clarian St., Phila. 7, Pa.

Address all correspondence to--

**The A-MAN Corner**

Motion Picture Exhibitor  
246 N. Clarian St., Philadelphia 7, Pa

and Frank Pacheco transferred operations to the Shaw to provide greater seating capacity and adequate air conditioning. . . . Oscar L. Turner, Sr., Turner-Farrar Theatres retired partner, returned to his Harrisburg, Ill., home after being hospitalized. . . . Sam Gorelick, Chicago, who was recently named J. Arthur Rank regional manager, is a brother of Herman Gorelick, co-owner, Realart Pictures of St. Louis.

## San Antonio

Projectionists ended a strike and were back on the job at the Twin Drive-In. Gordon Dyer, president, Local 407, Motion Picture Machine Operators, announced that the union has signed a new work agreement with Leroy Otwell, owner and operator of the drive-in. . . . Disc jockeys and music shop people were to attend a special screening of "Funny

Face" in the Majestic. . . . Roland Taylor, MGM salesman, became father of a son. . . . Mrs. Naoma Alexander, 62, wife of Claude Alexander, local representative, Alexander Film Company, died in a local hospital. . . . Johnny Tucker, assistant to the manager, Joy, repainted the facade and lobby of the house in two shades of green. The entire job was done by Tucker in one night's time. . . . Gilberto Paiz has been named maintenance man, Azteca, replacing Pedro Montalvo. . . . William Elder, former assistant manager, Texas, was promoted to manager, Laurel. Alvin Krueger is the new assistant, Texas. . . . Lamar Guthrie has closed the Spring, Roaring Springs, Tex. . . . Buddy Bass, McNatt Theatres, purchased the Lone Star Drive-In, Daingerfield, Tex., from Okleigh Hill. . . . A new drive-in is being constructed between San Benito and Harlingen, Tex., by Ed Brady, Mrs. Esther Ruenes, and Mrs. Philip Brady.



When Ben Gazzara, star of Columbia's "The Strange One," was in town recently with his stage show, "Hatful Of Rain," one of his stops was at the Philadelphia Columbia exchange, where he is seen with the employees.

## Variety Sponsors Circus Engagement

BALTIMORE, Md.—Variety Club will sponsor the Ringling Brothers-Barnum and Bailey Circus this year when it gives two shows a day in the Baltimore Stadium, July 6-9. The engagement marks the first time the show has been presented in Baltimore without the tent and where patrons can have comfortable reserved seats.

In sponsoring the circus the Variety Club offers Baltimoreans an opportunity to aid worthy charitable activities. In the past two years, Variety, through Baltimore Stadium activities, has donated in excess of \$40,000 to the Lutheran Hospital of Baltimore. The club is now helping to establish a pediatric and research laboratory in connection with the building program of this hospital.

## Seattle

Frank Pratt has returned to the northwest to work for Foreman Theatres, as city manager, Salem, Ore. . . . A. E. McKimmey, who has been manager, Sterling's Magnolia, has been appointed Sterling's construction supervisor of new projects. He has been replaced at the Magnolia by Charles Black, who formerly managed the Uptown and Crest. . . . Ground has been broken for the bowling alley at Sterling's new Lewis and Clark. As a reverse to the Lewis and Clark development, Sterling has started a bowling facility at the Bellevue. The alley will be built first, to be followed by a theatre. . . . Tommy Tomlinson, well-known in the industry, was in from San Francisco, and will handle the Washington, Oregon, and San Francisco territories for Continental Pictures, the Harry Thomas Company. . . . Sterling's Colonial closed for complete remodeling. It will reopen May 24.

The Seattle Cinema Guild, a local organization devoted to presenting revivals, art films, documentaries, classics, experimentals, and unusual films, both American and foreign, presented its programs on Tuesday and Wednesday nights in the 45th Street. Shown April 30 was the W. C. Fields classic, "Never Give A Sucker An Even Break." . . . Variety Men's Club held its monthly dinner and business meeting in the Rendezvous, popular Film Row restaurant. . . . The Women of Variety Club held a luncheon and card party in the Fort Lawton Officer's Club to raise funds for the Variety charity, the Children's Heart Clinic of the Orthopedic Hospital.

## Washington

Speakers scheduled for the annual meeting of the Virginia Motion Picture Theatre Association, to be held at the Chamberlain Hotel, Old Point Comfort, Va, June 10-13, include Jennings Randolph, assistant to the president and director of public relations, Capitol Airlines, who will be the banquet speaker on June 13, and Milton J. Shapp, president, Jerrold Electronics Corporation, Philadelphia, who will speak at the June 12 morning meeting.



## BUENA VISTA

Johnny Tremain

COSTUME  
MELODRAMA  
80M.

(Disney)  
(Technicolor)

ESTIMATE: Family entry has colorful Revolutionary War background.

CAST: Hal Stalmaster, Luana Patten, Jeff York, Sebastian Cabot, Dick Beymer, Walter Sande, Rusty Lane, Whit Bissell, Will Wright, Virginia Christine, Walter Coy, Geoffrey Toone, Ralph Clanton, Gavin Gordon, Lumsden Hare, Anthony Ghazlo, Jr. Produced by Walt Disney; directed by Robert Stevenson.

STORY: In the restless days preceding the outbreak of the Revolutionary War, young orphan Hal Stalmaster, as Johnny Tremain, is apprenticed to a Boston silversmith. When he severely burns his hand, he finds himself out of work and seeks help from a rich relative, Sebastien Cabot, who accuses him of theft and has him jailed. Walter Sande, as Paul Revere, and prominent lawyer Whit Bissell secure his acquittal, and the boy joins a secret youth group helping Revere, Bissell, and other important citizens in their fight for liberty from the British. He takes part in the Boston Tea Party, the events leading up to Paul Revere's country ride to warn villagers of the British advance to seize their small arms, and in the Lexington and Concord skirmishes which start the War of Independence. When the curtain comes down, the British are besieged in Boston by an army of militia from all over New England, of which Stalmaster is part.

X-RAY: Like some other Disney entries, this release suffers from lack of direction to any specific age group. Its naivete, while ingenious in some respects, could tire adult audiences, but superior production values elevate it above routine kiddie fare. Color, camera work, and direction are good, and the performances excellent, of their kind. Stalmaster gives promise for the future. The historical angle has possibilities and Disney has managed to give an authentic feel to some of the important events with which he deals. The result is good entertainment for family situations. The screen play was adapted from Esther Forbes' novel by Tom Blackburn. Two songs are heard, "Johnny Tremain" and "Liberty Tree."

TIP ON BIDDING: Program rates.

AD LINES: "See The Boston Tea Party And Paul Revere's Ride . . . In Glorious Technicolor"; "The Start Of Our Country's History . . . Crammed With Action And Drama"; "Liberty's Call To Arms Sounds Again"; "Exciting Entertainment For Young And Old Alike."

## COLUMBIA

Sierra Stranger (140) WESTERN  
74M.

ESTIMATE: Mediocre western.

CAST: Howard Duff, Gloria McGhee, Dick Foran, John Hoyt, Barton MacLane, George E. Stone, Ed Kemmer, Robert Foulk, Eve McVeagh, Henry Kulky, Byron Foulger. Executive producer, David T. Yokozeiki; produced by Norman T. Herman; associate producer, Byron Roberts; directed by Lee Sholem.

STORY: Prospector Howard Duff is headed for the nearest town broke but with a claim to file when he comes across several men trying to kill Ed Kemmer. He drives off Barton MacLane and Robert Foulk, and Kemmer reports that the two were trying to jump his claim. In grati-

MOTION PICTURE

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The original Pink Section evaluations of features and shorts

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SECTION TWO  
VOL. 58 • No. 3

MAY 15, 1957

tude he asks Duff to look up Dick Foran, his half-brother, who would grub-stake Duff out of gratitude. Duff finds Foran and Gloria McGhee the only friendly ones in town, with MacLane and Foulk continually trying to start trouble which is sidetracked by sheriff John Hoyt. Foran refuses to believe tales that his brother is bad, and when Kemmer robs a stage coach he refuses to think badly of him. Duff goes after Kemmer to clear himself of the accusations of MacLane that he helped Kemmer jump their claim, and Kemmer is killed in the battle that follows. Duff is cleared and leaves town with McGhee.

X-RAY: Lots of talk, a rambling story, fair performances, and so-so direction and production are to be found in this entry which is for the lower half as filler. There is some fistic action and a little gunplay, but nothing that amounts to anything. The story and screen play are by Richard J. Dorso.

TIP ON BIDDING: Low program rates.

AD LINES: "The Gold-Mad Town Hated Strangers, Especially Those With Guns"; "Fury In The High Sierras"; "A Town With A Chip On Its Shoulder And The Tale Of The Stranger Who Blasts It Off."

## DCA

Battle Hell

DOCUMENTARY  
MELODRAMA  
110M.

(English-made)

ESTIMATE: Excellent recreation of British naval exploit.

CAST: Richard Todd, William Hartnell, Akim Tamiroff, Donald Houston, Keye Luke, Sophie Stewart, Robert Urquhart, James Kenney, Richard Leech, Michael Brill, Barry Foster, Thomas Heathcote, Sam Kydd, Ewan Solon, Brian Smith, John Charlesworth, Kenneth Cope, Alfred Burke, John A. Tinn, Richard Coleman. Produced by Herbert Wilcox; directed by Michael Anderson. A Wilcox-Neagle production.

STORY: H.M.S. Amethyst, a small warship, is sent up the Yangtze River in the spring of 1949 on a peaceful mission but is fired upon by Chinese Reds. The ship runs aground, with a large casualty list. Richard Todd is sent from Nanking to take command. He finds the ship battered, her captain dead, guns out of action, crew dazed, fuel and medical supplies short, and begins the task of caring for the wounded and patching up the boat. Negotiations with Communist war-lord Akim

Tamiroff are carried on without success as his price for the boat's release is a false "confession" that the British are "criminally responsible" for the entire situation. Todd stalls for time and keeps up morale of the ship's crew. Finally, Todd and his crew decide to make a dash for the sea. Through a blaze of fire of the Communists, the ship makes it, climaxing the most daring escape in modern Naval history.

X-RAY: This is as brilliant a reenacting of naval warfare as ever hit the screen. The fact that it is British-made and concerns the H.M.S. Amethyst in Yangtze River waters may mitigate against it over here, except in specialty and art spots, but it is so rousing suspenseful, so masterfully done in all particulars, production, direction, acting, even musical accompaniment, that it may deservedly get by in regular situations. Particularly outstanding is the wealth of detail shown, and the realistic photography and wonderful handling of the miniature sets. This is one of the best and deserves the best. It is a moving, documentary-style film of a famous exploit of a most famous fighting ship and her crew. It is superior film fare on all counts, action all the way, and nary a foot of romance. Screen play is by Eric Ambler.

AD LINES: "Never On All Seven Seas Such An Impassioned Human Drama Of Superhuman Courage"; "The Day The Yangtze Flowed Red"; "The Most Amazing Naval Exploit Ever Attempted."

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**MGM****The Little Hut (730)**COMEDY  
98M.(Eastman Color)  
(English-made)

ESTIMATE: Sophisticated comedy should have considerable urban appeal and benefit everywhere from cast draw.

CAST: Ava Gardner, Stewart Granger, David Niven, Walter Chiari, Finlay Currie, Jean Cadell, Jack Eamert, Henry Oscar, Viola Lyel, Jaron Yaltan. Produced by F. Hugh Herbert and Mark Robson; directed by Robson.

STORY: Ava Gardner welcomes the attentions of David Niven, hoping to make husband Stewart Granger, famous diplomat, jealous. Granger is a man of action in everything but his marriage, having come to take Gardner for granted. When he returns from a trip, Gardner suggests that they take their yacht out on a second honeymoon, but Granger insists on inviting their friends, including Niven. The ship is wrecked, and Gardner, Granger, and Niven are cast ashore on a beautiful desert island. Niven is bored, but Granger welcomes the challenge and carves a good life from the jungle, building a large hut for Gardner and himself and a little hut for Niven. He still ignores Gardner romantically, however, and she agrees to go along when Niven suggests that they tell Granger they have been lovers. Niven hopes this will get Granger to agree to sharing Gardner as long as the three of them are stuck on the island. Granger grants Gardner a divorce, but leaves his dog in charge of the big hut. The huge animal frustrates Niven's amorous intentions. Granger begins treating Gardner like a lover instead of a husband, and again Niven is out in the cold. They are rescued. Gardner and Granger expect a baby, and Niven goes back to bachelor life.

X-RAY: The naughtiness has been pretty well deleted from the stage play for this filmization, leaving a lot of talk and considerable double entendre. Much of the talk is quite funny in a sophisticated vein and the picture should prove a pleasant romp, particularly in the larger cities. Performances are all excellent, with Gardner decorating the scenery immeasurably in a series of Christian Dior creations, among them a grass skirt. Color photography, while it tends to be uneven at times, lends much to the island paradise. Granted that the whole film tells a single slightly risqué joke and that some conversation could have been left out more for the sake of brevity than morality, still this comedy has its funny moments and a strong cast to boost its box-office chances. Screen play is by Herbert based on the play by Andre Roussin. A title song is heard. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Better rates, depending on situation.

AD LINES: "The Stage Hit On The Screen At Long Last"; "She's The Best-Dressed And Only Girl On The Desert Island"; "She Has To Choose Between Two Love-Starved Men Shipwrecked With Her—And She Lost All Her Clothes!"

**The Living Idol**DRAMA  
101M.(Filmed in Mexico) (Eastman Color)  
(CinemaScope)

ESTIMATE: Colorful drama has angles.

CAST: Steve Forrest, Liliane Montevicchi, James Robertson Justice, Sara Garcia, Eduardo Noriega. Directed by Albert Lewin; produced by Albert Lewin and Gregorio Walerstein.

STORY: Archaeologist James Robertson Justice is convinced that the Mexican daughter of dead associate Eduardo Noriega, Liliane Montevicchi, is the reincarnation of a Mayan maiden sacrificed in ancient times to the Jaguar-god. He tries to recreate the situation of yore, even to setting up the opportunity for a caged jaguar to be freed to go after Montevicchi. Her fiance, American correspondent Steve Forrest, is at hand to destroy the animal in hand-to-hand combat both before it can harm her. With the animal dead, her troubled mind and manner seem to disappear, and they are free to think about the future together while Justice finds other matters to delve into.

X-RAY: On the plus side here are colorful photography, some unusual settings and situations, an aura of mystery, a thrill-packed climax when the hero battles the fierce jaguar bare-handed, a carnival below the border, etc., in addition to the color and CinemaScope. On the other side of the ledger is lots of talk and discussion, the slowness of the story, and lack of overall movement, etc. The cast is fair, and the direction and production are adequate. Lewin also wrote the story and screen play. Sell the plus factors and perhaps reaction may be okay. Incidentally, this is suitable for booking in art and specialty spots as well as in regulation houses. There is a song, "Tepo."

TIP ON BIDDING: Fair program rates.

AD LINES: "The Threat Of 'The Sacrificial Virgins!'" ; "Strange Rituals In A Love Drama That Grips You From Start To Finish"; "A Girl's Amazing Adventure—The Most Unusual Film You've Ever Seen."

**PARAMOUNT****For Whom The Bell Tolls (5614)**DRAMA  
130M.

(Technicolor)

ESTIMATE: Reissue of one of industry's great films.

CAST: Gary Cooper, Ingrid Bergman, Akim Tamiroff, Arturo de Cordova, Joseph Calleia, Katina Paxinou, Vladimir Sokoloff, Mikhail Rasumny, Fortunio Bonanova, others. Produced and directed by Sam Wood.

X-RAY: When first reviewed in THE SERVICESECTION of July, 1943, it was said: ". . . This is a picture that will rank with the industry's most important productions. It is an accomplishment for the company, for the actors, for the producer-director, and for everyone connected with the enterprise. . . . It is a faithful transition of the Ernest Hemingway novel . . . acting honors go to Greek actress Paxinou, with Bergman, Cooper, Tamiroff, Calleia, Rasumny and Sokoloff not far behind. The climax of the show, blowing up the bridge, has been handled with a maximum of suspense and there are many other highlight scenes . . . the Technicolor is beautiful." Maximum ratio is 166 to 1.

AD LINES: "Ernest Hemingway's Great Novel With An Outstanding Cast"; "One Of The Great Films Of All Times"; "A Picture That Will Live Forever."

**Gunfight At The OK Corral (5610)**OUTDOOR  
MELODRAMA  
122M.(VistaVision)  
(Technicolor)

ESTIMATE: Super western rates high.

CAST: Burt Lancaster, Kirk Douglas, Rhonda Fleming, Jo Van Fleet, John Ireland, Lyle Bettger, Frank Faylen, Earl

Holliman, Ted De Corsia, Dennis Hopper, Whit Bissell, George Mathews, John Hudson, DeForest Kelley, Martin Milner, Kenneth Tobey, Lee Van Cleef, Joan Camden, Olive Carey, Brian Hutton, Nelson Leigh, Jack Elam, Don Castle. Produced by Hal B. Wallis; directed by John Sturges.

STORY: Gambler Kirk Douglas is in Fort Griffin, Tex., with his "traveling companion" Jo Van Fleet, former dance hall gal, who tells him she has heard that badman Lee Van Cleef is coming to town to kill him for having slain his brother. Burt Lancaster, marshal of Dodge City, arrives intent on running down a gang headed by Lyle Bettger. He also tips off Douglas about Van Cleef. The fight comes off, and Douglas kills Van Cleef. Cowardly marshal Frank Faylen and his phony deputies try to have Douglas lynched, but thanks to Lancaster's intervention, both he and Van Fleet make a break for it and go to Dodge City, where they are joined by Lancaster still looking for the Bettger gang. "Lady" gambler Rhonda Fleming arrives and Lancaster informs her she is operating on the "wrong side" of town. He threatens to jail her if she persists. His contact with her ripens into love, he agrees that marriage would be okay, but feels he must round up the Bettger gang before he takes the step. To show his appreciation for Lancaster saving his life, Douglas accompanies him on a foray, saves his life, and a bond is definitely set up between them. Finally comes the shown down with the Bettger gang, who are wiped out at the "gunfight at the OK Corral." Lancaster and Douglas are unhurt and are joined by their women, Van Fleet and Fleming. Peace has been restored to the lawless frontier.

X-RAY: Despite its length, this latest in the entries concerning the heroes, characters, and villains of the gun-slinging west holds attention throughout and is stacked with entertainment values and money-making potential. The pace is aided by explosive situations, suspense, action and show-down scenes involving snappy gunplay. It should be noted that there is present adult type dialogue and situations for the mature not usually found in a western, which leads one to wonder about kiddie viewing. The solid cast performs well, with Lancaster a believable member of the law as Wyatt Earp and Douglas fine as his reluctant side kick. Direction and production are of high calibre with the whole enhanced by the use of color. It should do well, with audience reaction pleasing exhibitors everywhere. Of course, the adventure of Wyatt Earp can be seen regularly on television in a number of locales, but this might whet the appetite for this super western. The screenplay is by Leon Uris suggested by an article by George Scullin. There is one song, "Gunfight At The O.K. Corral" This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher rates.

AD LINES: "Thrilling Saga Of The Old West"; "Wyatt Earp In Two-Gun Action In The Person Of Burt Lancaster"; "A Truly Great Western Melodrama Based On Legends Of The Lawless Frontier."

**The Lonely Man (5611)**OUTDOOR DRAMA  
87M.

(VistaVision)

ESTIMATE: Outdoor action yarn in good program entry.

CAST: Jack Palance, Anthony Perkins, Neville Brand, Robert Middleton, Elaine Aiken, Elisha Cook, Claude A. Akins, Lee Van Cleef, Harry Shannon, James Bell,

Adam Williams, Denver Pyle, John Doucette. Produced by Pat Duggan; directed by Henry Levin.

**STORY:** Gun fighter and killer Jack Palance returns to his home town to see his wife and son whom he left many years ago. The son, Anthony Perkins, hates Palance, blaming the death of his mother on him even though she took her own life. Perkins at first refuses to have anything to do with Palance even though he only wants to help the boy. He finally agrees to go with him if only to remind him of what he did to his mother. They are thrown out of town after town by vigilant lawmen and gun-bearing citizens until Perkins is taken ill, after which Palance takes him to the ranch he had bought. Elaine Aiken is overjoyed to see Palance even though he told her he wouldn't be back and she could keep the ranch. Robert Middleton, an old partner-in-crime, is hiding out from the law. Perkins at first wants to leave, but the sight of Aiken dissuades him. Palance admits to Aiken that his sight is going but warns her not to tell Perkins. When outlaws arrive to demand fresh horses for a job, Palance refuses. There is a gun battle with Palance backed by Middleton coming out on top. While the others are away, Perkins and Middleton quarrel, and Middleton is ordered off the property by Palance. Before he goes he tells Perkins the truth about his mother, that Palance tried to get her to come with him many times. She refused and Palance worried over them. He also relates how innocently Palance became a killer and wanted for murder. Perkins shows signs of becoming a man when he captures a wild stallion. Meanwhile, Neville Brand, wounded by Palance, orders a showdown with his henchmen to assist. Perkins tries to stop Palance but he can't, so he acts as Palance's eyes during the gun battle with Palance's bullets finding their marks. He has been fatally hit, and Perkins takes his father home with Aiken alongside.

**X-RAY:** Tense situations, flying bullets, an aura of suspense, some moments of action, a father discovering his son and vice versa are to be found here, along with good performances by the cast as a whole and particularly by Palance and Perkins. Interest is well maintained throughout and direction and production fall into the better category. For people who like their yarns grim, dramatic, and on the move, this could be it. It should make up well as part of the show. The screen play is by Harry Essex and Robert Smith. There is one song, "The Lonely Man," sung by Tennessee Ernie Ford.

**TIP ON BIDDING:** Higher program rates.

**AD LINES:** "Killers Battling Amongst Themselves Make For Big Trouble"; "He Was Tired Of Killing And Running And Only Wanted To Settle Down With His Son And The Woman He Loved"; "It's Tense . . . It's Tight . . . It's Terrific."

**REPUBLIC**

**The Man In The Road** (5610) **MELODRAMA** 83M.

(English-made)

**ESTIMATE:** For the lower half.

**CAST:** Derek Farr, Ella Raines, Donald Wolfitt, Lisa Daniely, Karel Stepanek, Cyril Cusack, Olive Sloane, Bruce Beeby, Russell Napier, Frederick Piper, John Welsh, Alfred Maron. Produced by Charles A. Leeds; directed by Lance Comfort. A Gibraltar Production.

**STORY:** Derek Farr is found unconscious in the road and taken to a nearby nursing home, the head of which, professor Donald Wolfitt, tries to help him remember who he is. He fails to recognize his

former landlady, Olive Sloane, who identifies him as an accountant, nor Karel Stepanek, for whom he had an assignment. Farr meets Cyril Cusack at a bar and is told by this "doctor," who has been drinking, that Wolfitt is a fake and that he caused Farr's memory to lapse by administering drugs. Farr meets mystery authoress Ella Raines and tells his plight to her. Cusack is found dead, and Farr and Raines are convinced that Wolfitt is guilty. They go to Sloane's lodging house in London, and she confesses she was paid to give false testimony about Farr. They then enlist the aid of Scotland Yard, whose investigator Russell Napier learns Farr was really a scientist who Stepanek wanted to lure behind the Iron Curtain. Napier goes to Raines' home to report and finds evidence indicating that both she and Farr are now being held prisoners by Wolfitt, who is in on a plot masterminded by Stepanek. Wolfitt and Stepanek are killed in a police raid, and Farr, his memory restored, clinches with Raines.

**X-RAY:** This is a typical English meller. It moves very slowly and has too much dialogue, some of it impossible to understand, and a minimum of action. It is definitely filler for the lower half. It is based on the novel, "He Was Found In The Road," by Anthony Armstrong.

**AD LINES:** "Would His Captive Mind Betray His Secret?"; "Could They Steal The Secret Locked In His Mind?"; "Tool Of Intrigue—He was A Man Without A Memory."

**20TH-FOX**

**Badlands Of Montana** (716) **WESTERN** 75M.

(Regalscope)

**ESTIMATE:** Actionful, adult western.

**CAST:** Rex Reason, Margia Dean, Beverly Garland, Keith Larsen, Emile Meyer, William Phipps, Stanley Farrar, Rankin Mansfield, John Pickard, Ralph Peters, Paul Newlan, Russell Bender, Robert Cunningham, Jack Kruschen. Written, produced, and directed by Daniel B. Ullman.

**STORY:** Rex Reason is framed into becoming an outlaw but takes over as marshal of the town, and faces a shoot-on-sight gun duel with gunslinger Keith Larson, with whom he had robbed and plundered. Margia Dean is the double-crossing dame, whose scheme with her crooked sheriff husband resulted in Reason being horsewhipped. Beverly Garland is the daughter of gangleader Emile Meyer, torn between her loyalty to her father and her love for Reason when he becomes marshal.

**X-RAY:** This one has most of the ingredients that go to make up the average western, gun fights, horse whipping, some riding, plus some elements which make it only suitable for adults, and take it out of the kiddie classification. It is a crudely made opus that offers little that is new in the western line. There is one song, "The Man With The Gallant Gun," sung by Bob Grabeau over the lead titles.

**TIP ON BIDDING:** Lower rates.

**AD LINES:** "Outlaw Turned Marshal"; "One Man's Daring Defies One Man's Law"; "A Lash For Every Crime He Did Not Commit!"

**Break In The Circle** (711) **MELODRAMA** 69M.

(English-made)

**ESTIMATE:** Okay for lower half.

**CAST:** Forrest Tucker, Eva Bartok, Marius Goring, Guy Middleton, Eric Pohlmann, Arnold Marle, Fred Johnson, David

King-Wood, Reginald Beckwith. Produced by Michael Carreras; directed by Val Guest.

**STORY:** Boat owner Forrest Tucker is hired to smuggle German scientist Arnold Marle out of Germany and away from the Reds, allegedly because his would-be sponsor Marius Goring is indebted to Marle. He learns that Eva Bartok, to whom he has been attracted and who is supposedly on vacation, is a police spy. He forcibly takes her along to Hamburg, where he finds Red agents have already kidnapped Marle and plan to ship him east. He gets Marle away and learns that Marle has discovered a secret way to make fuel cheaply and that Goring merely wanted to spirit him away to South America to make millions. Bartok is able to tip off Scotland Yard before Goring takes over at gun point and heads the vessel out to sea. A police launch takes up the chase, during which Goring goes overboard. Tucker and Bartok think about a future together.

**X-RAY:** Aided by authentic backgrounds, lots of intrigue, and a different type of chase in which a helicopter is involved, this entry shapes up as okay for the lower half slot. There's enough action and interest to satisfy most viewers if they don't come expecting too much. The cast is adequate and the direction and production are okay. The screen play is by Val Guest, based on the novel by Philip Lorraine.

**TIP ON BIDDING:** Low program rates.

**AD LINES:** "Smugglers In Human Cargo"; "The Redhead And The Ruthless Adventurer Who'd Do Anything For A Price!"; "Suspenseful Action-Packed Thrills And Intrigue."

**China Gate** (715) **MELODRAMA** 97M.

(CinemaScope)

**ESTIMATE:** Suspenseful adventure yarn for the program.

**CAST:** Gene Barry, Angie Dickinson, Nat "King" Cole, Paul Dubov, Lee Van Cleef, George Givot, Gerald Milton, Neyle Morrow, Marcel Dalio, Maurice Marsac. Written, produced, and directed by Samuel Fuller.

**STORY:** In 1954, a Vietnamese village holds fast against the Red invaders, but it is a losing fight unless the enemy's huge ammunition dump can be located and destroyed. Colonel Maurice Marsac commands a unit of French Foreign Legionnaires with representatives of all nations under his command. He requests Angie Dickinson, a beautiful Eurasian, to guide a patrol through the wooded and dangerous interior since she is known to the Reds throughout Indo-China and especially to powerful Red Major Lee Van Cleef. She refuses money and asks only that her son be allowed to enter the U. S. This is agreed upon. She calls it off when she finds one of the men in charge of explosives is to be Gene Barry, her husband and father of the child, who walked out on her when the boy was born because of the child's Oriental features. She agrees to go reluctantly. Included is Nat "King" Cole, a former G.I. who hates Reds. During the trip there is almost a reconciliation, but Barry's refusal to accept the lad interrupts this. They get to their destination and find they are still in love. She locates the dump and when the explosives don't go off, she races into the tunnel and sets off the explosion, sacrificing her life. Barry and Cole make it back via a stolen plane, and Barry is united with his son. They'll go home together.

**X-RAY:** There are a number of items in this entry's favor, including a man-sized selling campaign, a smart title, the use of Nat "King" Cole in both a dramatic and singing role, a good deal of

suspense and action, etc. Performances are average, as is the direction and production. The story holds interest and the release should hold up well as part of the show. Cole sings a tune based on the title of the film.

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "Break Through The China Gate Or Die"; "She Had A Reason For Going On A Trip That Dealt In Death And Danger . . . A Man And A Boy"; "She Was Known As 'Lucky Legs' By Every Soldier On Both Sides . . . But She Loved Only One."

## Desk Set (719)

COMEDY  
103M.

(CinemaScope)  
(Color by Deluxe)

**ESTIMATE:** Highly amusing comedy.

**CAST:** Spencer Tracy, Katharine Hepburn, Gig Young, Joan Blondell, Dina Merrill, Sue Randall, Neva Patterson, Harry Ellerbe, Nicholas Joy, Diane Jergens, Merry Anders, Ida More, Rachel Stephens. Produced by Henry Ephron, directed by Walter Lang.

**STORY:** The arrival of efficiency expert Spencer Tracy alarms workers in a research bureau of a broadcasting company. Department head Katharine Hepburn and assistant Joan Blondell fear that they are to be replaced by an electronic brain. Hepburn, in love with executive Gig Young, is attracted to Tracy despite her fears for her job. She invites him to her apartment during a storm. Young arrives and misunderstands, but later decides to propose to Hepburn. As feared, the electronic brain arrives, and is installed in Hepburn's office. It is to be run by prim and officious Neva Patterson, who shows a decided contempt for the humans in the department. The workers all receive pink slips in their pay envelopes, confirming their suspicions that they are to be fired. They refuse to answer the busy phones, with the result that Patterson and the brain must function at super speed to keep the work from piling up. Patterson feeds the machine wrong information, and it goes berserk. Tracy arrives to fix it and reveals that he is in love with Hepburn. The network president arrives to explain that the pink slips were a mistake, the result of another breakdown in a different electronic machine. The brain was simply installed to free the office from detail work and provide more time for research. Hepburn and Tracy clinch, and the machine clicks away happily as an aid to the office staff, not a replacement.

**X-RAY:** Take a pair of top notch pros like Tracy and Hepburn, give them a smart and amusing comedy plot, clever and witty dialogue, surround them with a capable supporting cast, dress it up in color and CinemaScope, and you have a fine, bright film calculated to amuse and entertain all types of audiences. Favorable word of mouth should be a potent selling aid. It's funny, moves well, and has considerable boxoffice potential. Direction and production are in the better category and the pace is quick, keeping interest high. Screenplay is by Phoebe and Henry Ephron based on the play written by William Marchant.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "He Was So Efficient An Efficiency Expert He Even Planned Their Love Life"; "A Broadway Laugh Hit Now A Screen Riot"; "The Inside Story On White Collar Shenanigans."

## The Restless Breed (718)

WESTERN  
81M.

(Eastman Color)

**ESTIMATE:** For the duallers.

**CAST:** Scott Brady, Anne Bancroft, Jay C. Flippen, Jim Davis, Rhys Williams, Leo

Gordon, Scott Marlowe, Eddy Waller, Harry Cheshire, Myron Healey, Gerald Milton, Dennis King, Jr. Presented by Edward L. Alperson. Directed by Allan Dwan.

**STORY:** Scott Brady heads for a town on the border to avenge the slaying of his father, a secret service agent, by gun-running gang head Jim Davis, who has been hiding in Mexico. He finds the town is run by Leo Gordon, Davis' assistant, and soon puts an end to his reign of terror by killing several of his henchmen and wounding Gordon. While his results are applauded by the decent folk, including Rhys Williams, an unordained minister, still the latter deplors the killing and violence. One of his charges, half-breed Anne Bancroft, is attracted to him. While waiting for Davis, he and she become better acquainted. U. S. Marshal Jay C. Flippen warns him to let the law take over as Davis rides in. Flippen is fatally wounded in a gun fight but manages to deputize Brady before he dies. At the showdown, Brady kills Davis and Gordon as they resist arrest.

**X-RAY:** The theme of a son seeking to avenge the killing of his father by the bad guys has been done before, but it's handled in okay fashion here. The plot is weighted with side businesses and preachments until the pace suffers a bit, but still there's enough to make it fairly attractive as an entry for the program. The use of color helps, and when there is action, it really explodes. The cast is okay and the direction and production are adequate. The screen play is by Steve Fisher. Three songs, "Restless Breed," "Angelita," and "Never Alone," are heard.

**AD LINES:** "Out Of The Flaming Days Of Texas History"; "He Was After A Killer With Flaming Gun In Hands."

## The Way To The Gold (717)

MELODRAMA  
94M.

(CinemaScope)

**ESTIMATE:** Mild melodrama for the program.

**CAST:** Jeffrey Hunter, Sheree North, Barry Sullivan, Walter Brennan, Neville Brand, Jacques Aubuchon, Ruth Donnelly, Tom Pittman, Philip Ahn, Geraldo Mandia, Ted Edwards, Alan Jeffrey. Produced by David Weisbart; directed by Robert D. Webb.

**STORY:** Ex-convict Jeffrey Hunter is told the way to a gold cache by an old cell-mate. He goes to a small town to begin his search and is befriended by marshal Barry Sullivan and waitress Sheree North, with whom he falls in love. An eccentric family composed of Ruth Donnelly and sons Neville Brand and Jacques Aubuchon are also interested in the gold and realize that Hunter knows the way. He and North attempt to elude them and start the arduous mountain trek, but the family finds them. Hunter tells them the way to the treasure to protect North, but when they reach the spot they find that a dam project has created a lake hundreds of feet deep. The family reacts violently, but Sullivan prevents any bloodshed. A more philosophical Hunter and North decide to face the future together.

**X-RAY:** This is ordinary program stuff although, perhaps, a trifle overlong. There is an abundance of talk, but also sufficient action to satisfy average filmgoers. Hunter is an active and pleasing newcomer, but North seems better suited to musical roles. The CinemaScope photography in black and white is sharp and some of the backgrounds are impressive. The story, however, drags a bit, and much of the writing is pedestrian. It is program fare without too much help from cast names.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "Gold . . . A Fever That Inflamed The Ex-Delinquent And The Blonde Hell-Cat"; "The Most Violent Search For Treasure That Ever Shook The Rockies."

# UNITED ARTISTS

## Saint Joan

DRAMA  
110M.

(Preminger)  
(English-made)

**ESTIMATE:** Excellent production of Shaw drama is a natural for discriminating audiences but needs extra selling in most situations.

**CAST:** Richard Widmark, Richard Todd, Anton Walbrook, Jean Seberg, Felix Aylmer, Harry Andrews, Barry Jones, Finlay Currie, Bernard Miles, Patrick Barr, Kenneth Haigh, Archie Duncan, Margot Grahame, Francis de Wolff, Victor Maddern, David Oxley, Sydney Bromley, David Langton. Produced and directed by Otto Preminger.

**STORY:** In the mid-fifteenth century, Jean Seberg, the long-dead Saint Joan, appears in a dream to aged Richard Widmark, vacillating King Charles VII, "The Victorious," of France, and reminds him of her help in ridding the country of the British invaders many years before and of her execution at their hands. In a flashback, the young Seberg, a country girl, is seen overcoming the skepticism of courtiers in persuading the young Widmark, the uncrowned, to provide her with troops to relieve the siege of Orleans, as she claims to have been instructed to do by voices from Heaven. Successful at Orleans, she brings Widmark to his coronation at Rheims, but then is dismissed from his service and told to return home, although Paris remains in the hands of the English. Archbishop Finlay Currie warns her that her denial of Church authority is heresy. Captured by Burgundians and sold to the British while trying to take Paris, Seberg is imprisoned and tried by a Church court at Rouen for heresy. Convicted through her refusal to deny the Heavenly origin of her "voices," she is excommunicated by the Church, turned over to civil authority in the person of English invader John Gielgud, as the Earl of Warwick, and burned at the stake, although Church inquisitor Felix Aylmer and Bishop Anton Walbrook try to save her. Returning to Widmark's dream, Seberg's companion-in-arms, Richard Todd, appears to say that she was too good a woman for her time.

**X-RAY:** From the standpoint of production, direction, acting, and photography, Preminger has turned out a commendable motion picture. Widmark, in particular, gives an excellent performance in the role of the docile monarch, while newcomer Seberg acquits herself nobly in the difficult role of a teenager mature far beyond her years, required to exhibit innocence and other-worldliness at the same time. However, in bringing Shaw's renowned drama to the screen, with a few changes by screen play author Graham Greene, the producer runs the same risks as his colleagues who have translated Shakespeare to film, and this is likely to find the same limited audience. While not static, it lacks in action because the stage drama did not include battle scenes, and the Shavian dialogue will be a handicap to the enjoyment of many audiences. It is a natural for tie-ins with educational and religious institutions and, in the right houses, can be sold to the exhibitor's benefit.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "George Bernard Shaw's Immortal Classic At Last On The Screen."

# WARNERS

## Bright Leaf

DRAMA  
110M.

ESTIMATE: Names will help reissue.

CAST: Gary Cooper, Lauren Bacall, Patricia Neal, Jack Carson, Donald Crisp, Gladys George, Elizabeth Patterson, Jeff Corey, Taylor Holmes, Thurston Hall, Jimmy Griffith, Marietta Canty, William Walker. Produced by Henry Blanke; directed by Michael Curtiz.

X-RAY: When first reviewed in THE SERVESECTION of June, 1950, it was said of this reissue: "This adult drama is a bit lengthy but it should pack enough interest and has sufficient name draw to make its impression, with the appeal probably slackening as it moves down the line. The direction and production are of high standard with Cooper, Bacall, and Carson turning in good performances. Word-of-mouth should prove a factor. This is based on a novel by Foster Fitz-Simons. This bears a Legion of Decency 'B' rating."

TIP ON BIDDING: Reissue rates.

AD LINES: "Blazing-Hot Excitement"; "All That He Owned He Had To Fight For—Except A Woman's Lips"; "There's Romance In Tobacco—And Money, Greed, And Hate."

## Jim Thorpe—All American

BIOGRAPHICAL  
DRAMA  
107M.

ESTIMATE: Names should land reissue in the better money.

CAST: Burt Lancaster, Charles Bickford, Steve Cochran, Phyllis Thaxter, Dick Wesson, Jack Big Head, Suni Warcloud, Al Mejia, Hubie Kerns, Nestor Paiva, Jimmy Moss. Produced by Everett Freeman; directed by Michael Curtiz.

X-RAY: When first reviewed in THE SERVESECTION of June, 1951, it was said of this reissue: "There is an interesting story to be found in this biographical drama, one that makes for absorbing and at times exciting screen fare. The whole show is well played and well directed, and produced so that the utmost in talent is set forth. Sports enthusiasts should especially love it. For the femmes, there is a touching love story, and there seems to be something for everyone in the audience. Lancaster does a fine job in the title role, and the name of Jim Thorpe should still mean something boxoffice-wise. The screen play is by Douglas Morrow and Everett Freeman, and the screen story is by Morrow and Vincent X. Flaherty, based on the biography by Russell Birdwell, in collaboration with Thorpe."

TIP ON BIDDING: Reissue rates.

AD LINES: "A Great American Athlete—His Life And His Story"; "The Story Of An All American For All America To Cheer"; "Glorifying Everyone's Hero—One Woman's Idol."

## Strangers On A Train

MELODRAMA  
101M.

ESTIMATE: Reissue of top flight Hitchcock meller.

CAST: Farley Granger, Ruth Roman, Robert Walker, Leo G. Carroll, Patricia Hitchcock, Laura Elliot, Marion Lorne, Jonathan Hale, Howard St. John. Produced and directed by Alfred Hitchcock.

X-RAY: When first reviewed in THE SERVESECTION of June, 1951, it was said of this reissue: "A good cast and an interesting script have been molded into a thrilling, engrossing melodrama by the directing genius of Alfred Hitchcock. Building suspense from the very outset,

this works up to an emotional pitch. The highlights of the film are the performance of Robert Walker and the wild merry-go-round battle. With a cast that has plenty of pull, this should do okay at the boxoffice. This bears a Legion of Decency 'B' rating. The screen play is by Raymond Chandler and Czenzi Ormonde."

TIP ON BIDDING: Reissue rates.

AD LINES: "It's Off The Beaten Track!"; "It Starts With The Shriek Of A Train Whistle—And Ends With Shrieking Excitement!"; "Alfred Hitchcock's Thriller-chiller Will Leave You Limp With Excitement."

## The West Point Story

MUSICAL COMEDY  
DRAMA  
107M.

ESTIMATE: Reissue should prove pleasing entertainment.

CAST: James Cagney, Virginia Mayo, Doris Day, Gordon MacRae, Gene Nelson, Alan Hale, Jr., Roland Winters, Raymond Roe, Wilton Graff, Jerome Cowan, Frank Ferguson. Produced by Louis F. Edelman; directed by Roy Del Ruth.

X-RAY: When first reviewed in THE SERVESECTION of November, 1950, it was said of this reissue: "This has name values, pleasing tunes, a gay spirit, and the West Point atmosphere to help at the boxoffice. It possesses a suitable mixture of songs, comedy, and military background, plus the Cagney personality, singing and dancing, some of which is a trifle forced but adding to the general entertainment. The title should be an asset as well. The screen play is by John Monks, Jr., Charles Hoffman, and Irving Wallace, based on a story by the latter."

TIP ON BIDDING: Reissue rates.

AD LINES: "A Song-Spangled, Colors Flying Salute To Uncle Sam's Own Cadets"; "It Puts A Big Hip-Hip-Hooray In Your Heart"; "A Musical Extravaganza Brought Back For You To Enjoy Once Again."

## The Winning Team

BIOGRAPHICAL  
DRAMA  
98M.

ESTIMATE: Name values should help reissue of baseball show.

CAST: Doris Day, Ronald Reagan, Frank Lovejoy, Eve Miller, James Millican, Rusty Tamblyn, Gordon Jones, Hugh Sanders, Frank Ferguson, Walter Baldwin, Dorothy Adams; and big league players Bob Lemon, Jerry Priddy, Peanuts Lowrey, George Metkovich, Irving Noren, Hank Sauer, Al Zarilla, Gene Mauch. Produced by Byron Foy; directed by Lewis Seiler.

X-RAY: When first reviewed in THE SERVESECTION of June, 1952, it was said of this reissue: "Baseball fans should be the biggest rooters for this film dealing with the career of Grover Cleveland Alexander. The presence of Day, Reagan, and Lovejoy should help things along, as well as the dramatic touches to be found in a yarn of average interest. Direction and production are suitable. There are several songs. Screen play is by Ted Sherdeman, Seeleg Lester, and Merwin Gerard, based on a story by Lester and Gerard."

TIP ON BIDDING: Reissue rates.

AD LINES: "The Heartwarming Story Of One Of Baseball's Greatest Pitchers"; "Your Heart'll Be Cheering 'Em! It's The Big Leagues' Big Love Story"; "They'll Win Your Heart, Too!"

## Young Man With A Horn

DRAMA  
WITH  
MUSIC  
112M.

ESTIMATE: Reissue has plenty of angles.

CAST: Kirk Douglas, Lauren Bacall,

Doris Day, Hoagy Carmichael, Juano Hernandez, Jerome Cowan, Mary Beth Hughes, Nestor Paiva, Orley Lindgren, Walter Reed, Alex Gerry. Produced by Jerry Wald; directed by Michael Curtiz.

X-RAY: When first reviewed in THE SERVESECTION of March, 1950, it was said of this reissue: "Rare perception and integrity have been utilized in this examination of the temperament of a perfection-seeking modern day jazz musician which contains topnotch performances, good production values, and a wealth of music, making for an absorbing, entertaining entry. Douglas is intense in a full-drawn characterization; Bacall registers strongly; Day sings wholesomely; and fine support is lent by Hernandez and Carmichael. The screen play by Carl Foreman and Edmund H. North is based on the popular Dorothy Baker novel. Tight and comprehensive direction maintains a neat pace and interest on high throughout, and the arresting title is an asset. At least 39 instrumental selections and songs are heard."

TIP ON BIDDING: Reissue rates.

AD LINES: "They Had To Meet—It Had To Be Great"; "The Picture With A Wallop"; "He Loved His Trumpet More Than He Loved Life."

# MISCELLANEOUS

## The Flaming Teen-Age

DOCUMENTARY  
MELODRAMA  
55M.

(Truman Enterprises)

ESTIMATE: Amateurish "fast buck" attempt.

CAST: Noel Reyburn, Ethel Barrett, Jerry Franks, others. Produced and directed by Irvin Yeaworth and Charles Edwards.

STORY: A small town youth, owner of a candy store, sells out and heads for New York because he can't stand his rube friends and parents or his girl friend any longer. In the big city he soon meets his downfall with liquor and women pickups. After an abortive acting attempt, his father's death, etc., he returns to the big town where he really hits the skids, becomes a dope peddler, an addict, and a shop-lifter to obtain money for drugs. He lands in jail, and while on the cure turns to God and becomes an evangelist.

X-RAY: Amateurish in all respects save that of the male lead, who turns in a fairly competent performance, this has little merit other than as filler on the lower half. The title might sell in some spots, but it is misleading and will disappoint anyone expecting any flamboyant expose of teen age vices, etc. Photography is up and down, sound is poor, and everything else is below par. This is "fast buck" misrepresentation, although it is supposedly a true story.

AD LINES: "The Truth About The Road To Sin"; "Inside Dope On Big Town Vice"; "There Are Many Varieties Of Sin—This Teen-Ager Tries Them All."

## Rock Baby, Rock It

MUSICAL  
67M.

(Freebar Distributors)

ESTIMATE: Mediocre "beat" film.

CAST: Johnny Carroll, Don Coats, Kay Wheeler, Cell Block Seven, Five Stars, Rosco Gordon, Belew Twins, Preacher Smith and Deacons, Bon Aires, Johnny Dobbs, Linda Wheeler, Joan Arnold, Bill Brookshire, Gayla Graves, Mike Biggs, Kay Moore, Lee Young, Dave Miller. Produced by J. G. Tiger; directed by Murray Douglas Sporup.

STORY: When a 'teen age club faces the loss of its headquarters to a race wire

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## JUST A REMINDER

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syndicate, the kids not only round up a flock of rock 'n' roll talent and stage a benefit to save the place, but also are instrumental in causing the arrest of the gamblers.

X-RAY: The only thing here are the rock 'n' roll specialties by a raft of record artists. The rest only serves as a frail framework to hang the specialties upon and is pretty amateurishly done. Because the rock is still hot with the younger element this may get by as lower half filler, but it is hardly entertainment for the uninitiated. There are some 17 songs heard.

AD LINES: "The Sizzling Story Of Hot Rock"; "See Your Favorite Rock 'n' Roll Stars"; "17 Great New Song Hits."

**The Shorts Parade**

**THREE REEL**

**Novelty**

THE TRUE STORY OF THE CIVIL WAR. Film Representations, Inc. 33m. This Camera Eye Pictures, Inc., novelty is an Academy Award winner. It was directed by Louis Clyde Stoumen and coproduced and written by him with Abram D. Murray. It tells the salient facts of the war between the states through the media of old still photographs of the period by Matthew Brady and others. The film photography of these stills is so brilliant and the subject matter so cleverly edited that the subject becomes tremendously potent with interest held on high. Raymond Massey narrates. EXCELLENT.

**TWO REEL**

**Color Novelty**

WETBACK HOUND. Buena Vista. Technicolor. 18m. When a Mexican hound dog abandons the scent of a mountain lion to go after a deer, his owner is quite enraged and the dog, Paco, feeling unwanted, heads for the U. S. border. A kindly Mexican befriends him and tries to take him across but is forced to leave him when he can produce no health certificate. Paco enters the U. S. illegally, fording the Rio Grande at a deserted point. This time he is befriended by an American rancher, who also hunts lions professionally. He takes Paco hunting only to have him find a fawn whose mother has been killed by a lion. They

take the fawn home, and she and Paco become great friends. Later when the fawn gets away and becomes lost, Paco searches for her, coming across the scent of a hungry mountain lion. Before he can kill the fawn, Paco savagely holds him at bay until the rancher arrives to capture the lion. The friendship of dog and fawn continues. EXCELLENT.

**Musical**

SWINGIN' AND SINGIN'. U-I—Musical Featurette. 15m. Peggy Ryan, Ray McDonald, Russ Arno, The Sabres, the DeCastro Sisters, and Maynard Ferguson and his orchestra are to be seen here performing to such musical numbers as "Wailing Boat," "Pity Me," "Dancing On The Table," "Every Day Of My Life," "With My Eyes Wide Open," and "Birth Of The Blues." GOOD. (3655).

**Novelty**

THE FACE OF LINCOLN. Cavalcade. 20m. This short, which won a 28th annual Academy Awards prize, shows the slowly evolving bust of Abraham Lincoln which comes as near to life as the hand and voice of sculptor Morrell Gage, a professor in the Fine Arts Department, University of Southern California, can achieve. The novelty film was made by the cinema department of the University with Ed Freed directing and Richard Harber responsible for photography and editing. The subject is best suited for art spots. GOOD.

**ONE REEL**

**CinemaScope Color Cartoon**

FLEBUS. 20th-Fox—CinemaScope Terrytoon. 7m. Flebus is a little character who likes making friends and enjoys giving them a flower, an ice cream cone, a fish, or doing tricks for them. The one exception to his friendly overtures is big, belligerent Rudolph who bops Flebus on the head as a reward for his efforts. Flebus goes to a psychiatrist who brands him neurotic. Rudolph, too, seeks out the psychiatrist to explain his reaction to Flebus, and he tells him he, too, is neurotic. The next time they meet this common bond unites them in friendship. This is one of those off-beat, modernistic type of entries proving popular with many audiences. GOOD.

**Color Cartoons**

CAT-TASTROPHY. Reissue. July, 1949. Columbia Color Favorite Cartoons, 6m. A cat is left to play with a puppy dog, and dreams of what will happen to it when the dog grows up, and chases it, slugs it, bites it, etc. Then the cat decides that an ounce of prevention is worth a pound of cure, and tries to eliminate the pup. FAIR. (1609).

PUNCHY DE LEON. Reissue, February, 1950. Columbia Color Favorite Cartoons. 6½m. This concerns the search for the fabulous Fountain of Youth, and has the intrepid explorers, Punchy De Leon and Leon De Punk, promised many riches by an aging monarch provided they bring him a jug of the stuff. They discover the fountain but then fight over who is to return it. In the continuing struggle, the jug is spilled over all three, and they become playful children. GOOD. (1610).

**CinemaScope Color Novelty**

BLUEFIN FURY. 20th-Fox—CinemaScope Special. 8m. The color cameras visit the Sicilian fishermen, and we see them catching enormous blue-fin tunas in their huge nets. Some folk songs, native customs are seen and heard. EXCELLENT. (7704).

DIVIDED BY THE SEA. 20th-Fox—CinemaScope Color Special. 7m. Venice is again visited, and shown by the CinemaScope camera with color by DeLuxe are the canals, the old palaces, etc., and a restaging of an exciting ancient regatta on the Grand Canal. EXCELLENT. (7702).

ORIENT EXPRESS TO HONG KONG. 20th-Fox—CinemaScope Special. 9m. A camera visit to this picturesque crossroads of the world, with its modern British colony, Chinatown area, etc. Most interesting are shots of Chinese junks, where thousands of Hong Kong Chinese spend the greater part of their lives. GOOD.

PORT OF SPORTS. 20th-Fox—CinemaScope Color Special. 9m. Both the scenic loveliness and the sports background of Acapulco, Mexico, are investigated entertainingly by the CinemaScope cameras with Color by DeLuxe. GOOD. (7701).

**CinemaScope Novelty**

FUTURE BASEBALL CHAMPS. 20th-Fox—CinemaScope Special. 10m. This covers the Little League baseball activity with many shots of the youngsters training under guidance of their elders and getting tips from some big league players. The Little League world series staged last year in Williamsport, Pa., is also covered. Mel Allen does the commentary on this black and white subject. GOOD. (7703).

**Color Topical**

TROOPING THE COLOUR. British Information Services. 10m. This Technicolor subject shows Queen Elizabeth II heading her troops and taking the salute at the famous ceremony of the Trooping of the Colour, when once a year all the regiments of the Household Brigade take part in this military spectacle. Precision and color highlight the short. A short on the same subject and bearing the same title was released by BIS in 1952. GOOD.





# COLUMBIA

## Beyond Mombasa

DRAMA  
90M.

(Technicolor)

ESTIMATE: Satisfactory programmer.

CAST: Cornel Wilde, Donna Reed, Leo Genn, Ron Randell, Christopher Lee, Dan Johnson, Eddie Calvert, Bartholomew Sketch, Clive Morton, Macdonald Parke, Virginia Bedard, Julian Sherrier, Ed Johnson, Roy Purcell. Directed by George Marshall; produced by Tony Owen.

STORY: Cornel Wilde arrives in Africa and learns from missionary Leo Genn and Genn's niece, Donna Reed, that his brother had been killed, supposedly by Leopard Men, an old religious cult. Wilde figures out that his brother had found uranium and seeks the mine. Genn, who is insane, admits to all the killings and sends for natives who have been following him in his attempt to revive the Leopard Man cult. The natives turn on Genn and kill him.

X-RAY: In recent years, so many film companies have set up shop in Africa that the "dark continent" tag has become something of a misnomer. This latest "made in Africa" entry faithfully follows the rather worn jungle trail of similar efforts, in plot and cinematography, and winds up as a routine adventure yarn. The cast has some marquee appeal, and the locale still lends itself to exploitation rather easily. There is a catchy title song, played by Eddie Calvert, which could help the gross if it catches on. Screen play is by Richard English and Gene Levitt.

TIP ON BIDDING: Fair program rates.

AD LINES: "Beyond Mombasa" Where Passions Blaze Beyond Control"; "Deep Into The Jungle And Into Secret Human Passions"; "Jungle Mysteries! Shocking Rites! Savage Spectacles!"

## Fire Down Below

DRAMA  
116M.

(CinemaScope)  
(Technicolor)

ESTIMATE: Colorful, slightly offbeat drama benefits from top name values.

CAST: Rita Hayworth, Robert Mitchum, Jack Lemmon, Herbert Lom, Bonar Colleano, Bernard Lee, Edric Conner, Peter Illing, Joan Miller, Anthony Newley, Eric Pohlmann, Lionel Murton, Vivian Matalon, Gordon Tanner, Maurice Kaufmann, Murray Kash, Maya Koumani, Phillip Baird, Keith Banks. A Warwick Production. Produced by Irving Allen and Albert R. Broccoli; associate producer, Ronald Kinnoch; directed by Robert Parrish.

STORY: Robert Mitchum and Jack Lemmon, partners in a boat, agree to transport adventuress Rita Hayworth from Puerto Rico to another island as she has no passport. Lemmon falls in love with her despite Mitchum's warnings. He plans a smuggling job, but Mitchum betrays him to the authorities. Lemmon escapes, swearing vengeance. Hayworth, attracted to Mitchum, does not wait for Lemmon's return. Getting a job on a freighter, Lemmon is pinned in a hold after a collision with another boat. With fire sweeping the ship, Lemmon's only chance is amputation of his leg, which he refuses. Mitchum goes out to the ship to talk to him, and an explosion loosens the weight on Lemmon's legs. Mitchum saves him despite Lemmon's declaration of vengeance. Lemmon sees that Hayworth loves Mitchum and leaves the two of them together.

X-RAY: Top name values feature this lengthy drama. Mitchum and Hayworth play rather unsavory characters, but most of the footage is devoted to young and

MOTION PICTURE

# EXHIBITOR

**SERVISECTION**

*The original Pink Section evaluations of features and shorts*

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SECTION TWO  
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personable Jack Lemmon. The story is slightly offbeat and at times a bit confusing, but interest is sustained most of the way. Proceedings are brightened considerably by the addition of a few exciting calypso music sequences and Hayworth's dances. Color and CinemaScope aid more than a little, with the camera work a decided asset. The names can certainly be sold by any exhibitor, but the subject matter makes it definitely unsuitable for family audiences. Screen play is by Irwin Shaw, based on Max Catto's novel. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher rates.

AD LINES: "A Woman-Scorched Man And A Man-Burnt Woman . . . And A Wild Spark Of A Guy Sets Off The 'Fire Down Below'"; "The Most Shameless 'She' In All The Caribee . . . Scorching The Heart Of Every Man Who Knew Her."

## The Heart Of Show Business

DOCUMENTARY  
40M.

(Technicolor)

ESTIMATE: Excellent story of Variety Clubs International.

CAST: Produced and directed by Ralph Staub.

STORY: The history of Variety Clubs International, showing its inception in Pittsburgh and the charitable work of many of the Tents, with an all-star cast of stars and commentators lending their talents.

X-RAY: This should prove a featurette of extraordinary merit. Appearing are such stars as Harry Belafonte, who sings several numbers, Victor Borge, Maurice Chevalier, Lena Horne, Art Linkletter, Sophie Tucker, Jimmy Durante, Edgar Bergen and Charlie McCarthy, Cantinflas, and many more; plus narration by Cecil B. DeMille, Bob Hope, Burt Lancaster, Bing Crosby, Roy Rogers, Edward G. Robinson, James Stewart, and many, many others. It will focus attention on Variety as never before. You owe it to yourself and your industry to find room for this. Play it!

AD LINES: "Entertainment With A Heart" "A Screenful Of Stars"; "Greatest Talents Ever Assembled In Any Motion Picture."

## The 27th Day

MELODRAMA  
70M.

ESTIMATE: Good science fiction programmer.

CAST: Gene Barry, Valerie French, George Voskovec, Arnold Moss, Stefan Schnabel, Ralph Clanton, Frederick Led-

bur, Paul Birch, Azemat Janti, Marie Tsien, Ed Hinton, Grandon Rhodes. Produced by Helen Ainsworth; executive producer, Lewis J. Rachmil; directed by William Asher.

STORY: Five persons are kidnapped by an alien from a dying planet, taken into a flying saucer, and given a secret weapon capable of killing all life on the earth. They are told if the weapon is not used for 27 days, it will be rendered harmless. English girl Valerie French throws hers into the sea. Chinese girl Marie Tsien kills herself, rendering her weapon harmless. The others are held by an American scientist George Voskovec and newspaperman Gene Barry, and a soldier from behind the Iron Curtain. Just before the Russians are set to unleash the weapon against the western hemisphere, Voskovec discovers that the weapon can be used for good as well as evil. He unleashes its power and every enemy of peace in the world is liquidated. Now completely peaceful, Earth asks the alien's people to settle on the planet and leave their doomed civilization. The invitation is accepted.

X-RAY: This science fiction programmer is based on an extremely interesting premise and holds interest until the end when the story gets a bit complicated and confusing even for the science fiction devotees. The cast is capable, however, and the result is good program material for a fantasy package. There is a growing market for such subjects, and this one is as good as any and better than most. Screen play is by John Mantley, based on his novel.

TIP ON BIDDING: Program rates.

AD LINES: "These Five Have Been Given The Power To Destroy Every Human Being On Earth"; "Rain Of Terror From Outer Space In The Mightiest Shocker Of Them All."

## DCA

### Half Human

DRAMA  
70M.

(Japanese-made)

(English narration and dialogue)

ESTIMATE: Horror entry for exploitation program.

CAST: John Carradine, Russ Thorson, Robert Karnes, Morris Ankrum, Akira Takarada, Akemi Negishi, and Momoko Kouchi. Produced by Tomoyuki Tanaka; directed by Kenneth G. Crane.

STORY: A skiing party in Japan meet up with a monster. It is deduced that the thing is of prehistoric origin. The expedition tracks down the monster, who wreaks havoc on the village, killing all

the inhabitants but a young girl. He kidnaps a girl in the scientific party and winds up atop a mountain from which he falls when attacked.

**X-RAY:** An unusual type of science fiction horror entry for the program is this film that was made in Japan with Japanese dialogue. Much of this has been replaced by an English narration which will make the entry acceptable to American audiences. The locale is certainly different, and the yarn is interesting enough so that it can be used on the lower half of the program. Acting, direction, and production are adequate. This is being booked with "Monster From Green Hell."

**AD LINES:** "Was It Human Or Animal? It Killed Savagely"; "The Thing That Destroyed Everything In Its Path"; "To Get Close To This Half Human Was To Die."

**Monster From Green Hell**

MELODRAMA  
71M.

**ESTIMATE:** Horror item for lower half.

**CAST:** Jim Davis, Robert E. Griffin, Barbara Turner, Eduardo Cianelli, Vladimir Sokoloff, Joel Fluellen, Tim Huntley. Produced by Al Zimbalist; directed by Kenneth Crane.

**STORY:** A rocket lands in the interior of Africa and six months later comes news of terror. Scientists go to Africa to investigate and find a missionary has been killed by a huge wasp. They press on to find a huge nest of the monsters created by the atomic rocket. A nearby volcano erupts and all of the things are destroyed by molten lava.

**X-RAY:** As part of a horror show, this should be adequate for those who come specifically seeking this type of thing. It's moderately interesting and could scare the sensitive or the kiddies. The performances, direction, and production are fair. It is being sold in conjunction with "Half Human." The screen play is by Louis Vittes and Endre Bohlen. It's okay for the lower half.

**AD LINES:** "It Will Thrill And Chill You"; "Meet The Monsters Face To Face For Exciting Entertainment."

**MGM**

**The Bride Goes Wild**

COMEDY  
98M.

(Reissue)

**ESTIMATE:** Reissue of topnotch comedy.

**CAST:** Van Johnson, June Allyson, Butch Jenkins, Hume Cronyn, Una Merkel, Arlene Dahl, Richard Derr, Lloyd Corrigan, Elizabeth Risdon, Clara Blandwick, Kathleen Howard. Directed by Norman Taurog; produced by William H. Wright.

**X-RAY:** Reissue. March, 1948. When first reviewed it was said: "One of the funniest comedies in some time, this embodies all the tricks and gags possible, but accomplishes its purpose, that of rolling the public in the aisles. Performances are of high calibre, and the direction and the story are well-developed to eke out scores of laughs. The yarn by Albert Beich is paced so that there is nary a slow moment, and the top trio of stars perform admirably."

**TIP ON BIDDING:** Reissue price.

**AD LINES:** "There's Ants All Over The Aunts In This Screwy Comedy"; "More Laughs And Fun Than You've Had In Years."

**Our Vines Have Tender Grapes**

DRAMA  
105M.

(Reissue)

**ESTIMATE:** Reissue of high rating drama.

**CAST:** Edward G. Robinson, Margaret O'Brien, James Craig, Frances Gifford, Agnes Moorehead, Morris Carnovsky, Jackie "Butch" Jenkins, Sara Haden, Greta Granstedt, Dorothy Morris. Directed by Roy Rowland; produced by Robert Sisk.

**X-RAY:** Reissue. July, 1945. When first reviewed it was said: "... well-acted drama that will appeal to family audiences, with best reaction in small towns. Direction, production, etc., are aces, and even though it does not appear to be the type of picture which will cause any sensation at the boxoffice, it should prove extremely pleasing fare in many situations. Everything connected with the picture has been well handled and the popularity of the book may help in the selling."

**TIP ON BIDDING:** Reissue price.

**AD LINES:** "A Simple Tale Of Simple Americans"; "The Peace Of A Rural Community, Or The Excitement Of The Big City, Which Does She Choose?"

**The Seventh Sin**

DRAMA  
94M.

(CinemaScope)

**ESTIMATE:** Romantic drama offers much for femmes.

**CAST:** Eleanor Parker, Bill Travers, George Sanders, Jean Pierre Aumont, Francoise Rosay, Ellen Corby. Directed by Ronald Neame; produced by David Lewis.

**STORY:** Eleanor Parker marries English doctor Bill Travers but becomes bored with him in Hong Kong and starts a romance with shipping executive Jean Pierre Aumont, also married. Travers forces her to come along with him to the interior where he is to combat a cholera epidemic. She seeks out work at the convent headed by Francoise Rosay. She works hard until she finds she is going to have a child. Travers is taken with cholera and dies after forgiving her. She leaves to start all over again convinced that the future will be better than the past.

**X-RAY:** A little on the soap opera side is this tale of a woman seeking romance and excitement. Women should appreciate it as doings are carried out well by a competent cast and suitably directed and produced so that the most is gotten out of the situation. Interest is well maintained. It should make up okay as part of the program. The screen play is by Karl Tunberg, based on the novel "The Painted Veil," by W. Somerset Maugham.

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "Another Great W. Somerset Maugham Work Brought To The Screen In Thrilling Fashion"; "Who Was To Tell Her When To Stop?"

**Silk Stockings**

MUSICAL  
117M.

(CinemaScope) (Metrocolor)

**ESTIMATE:** High rating musical comedy.

**CAST:** Fred Astaire, Cyd Charisse, Janis Paige, Peter Lorre, George Tobias, Jules Munshin, Joseph Buloff, Wim Sonneveld. Directed by Rouben Mamoulian; produced by Arthur Freed.

**STORY:** When prominent Russian composer Wim Sonneveld agrees to do the music for American film producer Fred Astaire in a film to star Janis Paige in Paris, three Red agents are sent to bring him back. They are hypnotized by the good living and pretty girls of Paris, and envoy Cyd Charisse is sent. Astaire starts making love to her, but she remembers duty and all return to Moscow, where she realizes that their love was real. Charisse is sent to Paris again, and she and Astaire are reunited.

**X-RAY:** Based on "Ninotchka" made a number of years ago, this entry has been

streamlined, and the result is solid musical fun calculated to please and entertain all. It's gay, humorous, and filled with tuneful music, good dance routines, fine performances, and better direction and production. To this has been added color and CinemaScope, so that what emerges is superior entertainment. Charisse and Astaire do well in the leads, while Janis Paige emerges as a surprising talent with some highly amusing comedy bits and impressive dance routines. Another gem is Peter Lorre as a comic. Among the tunes are "Too Bad," "Paris Loves Lovers," "Stereophonic Sound," "It's A Chemical Reaction, That's All," "All Of You," "Satins And Silk," "Silk Stockings," "Without Love," "Fated To Be Mated," "Josephine," "Red Blues," and "Ritz Roll And Rock." The screen play is by Leonard Gershe and Leonard Spigelgass, suggested by "Ninotchka" by Melchior Lengyel. Music and lyrics are by Cole Porter.

**TIPS ON BIDDING:** Higher rates.

**AD LINES:** "The Funniest Musical Of Them All"; "Two Hours Of Solid Fun And Music"; "The Film They're All Talking About . . . Fun, Music, And Entertainment For All."

**REPUBLIC**

**Spoilers Of The Forest**

MELODRAMA  
69M.

(Naturama) (Trucolor)

**ESTIMATE:** For the lower half.

**CAST:** Rod Cameron, Vera Ralston, Ray Collins, Hillary Brooke, Edgar Buchanan, Carl Benton Reid, Sheila Bromley, Hank Worden, John Compton, John Alderson, Angela Greene, Paul Stador. Produced and directed by Joe Kane.

**STORY:** Vera Ralston owns valuable timber land with her foster-father, Carl Benton Reid. Ray Collins, head of a large lumber company, schemes to have his foreman, Rod Cameron, make love to her and influence her into letting him cut her share of timber. Cameron proves himself when he saves Reid's son and convinces Ralston he is no longer under the influence of Collins.

**X-RAY:** Despite the Naturama and the Trucolor, this familiar timber land meller only shapes up as lower half product. The photography, optical effects, and sound, and scenic backgrounds are good, but the story, written by Bruce Manning, moves slowly and seems to suffer from a lack of direction. Vera Ralston seems miscast, and the balance of the cast seems to walk through their roles.

**AD LINES:** "The Last Frontier Of Untamed Women And Fighting Men"; "She Ruled A Lumber Empire, But Not Her Heart"; "Passions Fired By Greed—Wild As The Forest, Their Fists Their Only Law!"

**UNITED ARTISTS**

**Monkey On My Back**

DRAMA  
93M.

(Small)

**ESTIMATE:** Powerful Barney Ross biofilm is highly exploitable.

**CAST:** Cameron Mitchell, Dianne Foster, Paul Richards, Jack Albertson, Kathy Garver, Lisa Golm, Barry Kelley, Dayton Lummis, Lewis Charles, Raymond Greenleaf, Richard Benedict, Brad Harris, Robert Holton. Produced by Edward Small; directed by Andre de Toth.

**STORY:** Boxing champion Cameron Mitchell (Barney Ross) lives big while on top. When he loses his title, he also loses the host of friends that came with it. Joining the Marines, Mitchell marries

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

(Continued from page 4334)

Dianne Foster. Wounded while serving heroically, he is decorated and discharged. Along with the medals, he has picked up an addiction to morphine. He gets a good job but can't hold it. Eventually, when he has sunk as low as a man can, he commits himself to a government hospital. It's a tough fight, but in four months he returns cured to Foster.

**X-RAY:** This is not a pretty story, but it is a powerfully effective one. The knowledge that it is true heightens the dramatic impact, and Mitchell's performance is dynamic. The Motion Picture Association refuses the film a Code Seal due to a scene in which Mitchell administers a needle to himself. It is the feeling here that no one watching the scene would be led to the use of narcotics. Rather, the scene more than any other emphasizes the horror of the dope habit. Exhibitors haven't much of a cast to sell although it is a good bet that Mitchell's name will mean a great deal more after this one gets around. There is, however, much that is exploitable, not the least of which are excellently staged fight scenes, and war scenes that are full of suspense.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "Hero To Everyone . . . But Just Another Bum To The 'Monkey' On His Back"; "The True Story Of Barney Ross, And Of His Toughest Fight."

**The Monster That  
Challenged The World**

DRAMA  
83M.

(Gramercy)

**ESTIMATE:** Good science fiction entry.

**CAST:** Tim Holt, Audrey Dalton, Hans Conreid, Harlan Ware, Casey Adams, Mimi Gibson, Gordon Jones, Marjorie Stapp, Dennis McCarthy, Barbara Darrow, Bob Beneveds, Michael Dugan. Produced by Arthur Gardner and Jules Levy; directed by Arnold Laven.

**STORY:** The bodies of a Navy parachute jumper and pick-up crew are found dead from fright or a mysterious loss of blood. Naval Intelligence, headed by Tim Holt, believes a prehistoric monster has been hatched by atomic experiments. They finally do destroy all the monsters.

**X-RAY:** Menacing monsters do their part in this good science fiction story that should play well where others have shown good results. The pace is well maintained and interest is kept alive. There's always something happening and fine direction, production, and special effects makes it believable. The acting is convincing and the entry should do its share on the program. The screen play is by Pat Fielder, based on a story by David Duncan.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "They Had To Be Killed Or All Would Die"; "A New Breed Of Monster Emerges Ready To Take On Anything And Everybody"; "A Thrilling Adventure In The Field Of Science Fiction."

**U-International**

**Tammy And The Bachelor** ROMANTIC  
COMEDY  
(CinemaScope) 89M.

(Print by Technicolor)

**ESTIMATE:** Cute and entertaining entry.

**CAST:** Debbie Reynolds, Leslie Nielsen, Walter Brennan, Mala Powers, Sidney Blackmer, Mildred Natwick, Fay Wray, Philip Ober, Craig Hill, Louise Beavers, April Kent. Produced by Ross Hunter; directed by Joseph Pevney.

**STORY:** Debbie Reynolds, unspoiled child of the backwoods, lives with her grandfather, Walter Brennan. They come across the body of pilot Leslie Nielsen, who crashed in a private plane. They nurse him back to health, with Reynolds falling in love. Brennan is arrested for bootlegging, and he sends her to Nielsen before going to jail. She meets Nielsen's family and Mala Powers, his fiancée. Eventually, she makes Nielsen realize he is in love with her.

**X-RAY:** An average audience in an average house seemed to have a most enjoyable time at a sneak preview, with the laughs coming at a nice pace and the tender moments emerging just right. It's good entertainment for family audiences. Performances are capable, with Reynolds in particular doing well, and direction and production are very good. It should make up well as part of the show. There is a neat song, "Tammy." The screen play is by Oscar Brodney, based on the novel by Cid Rickette Sumner.

**TIP ON BIDDING:** Higher program rates.

**AD LINES:** "She'll Steal Your Heart Away"; "A Grand Film With Lots Of Fun For Young And Old"; "She Had A Way With Men From Six To Sixty."

**WARNERS**

**The Prince And  
The Showgirl**

COMEDY  
117M.

(Filmed in England)  
(Technicolor)

**ESTIMATE:** Highly amusing film fare.

**CAST:** Marilyn Monroe, Laurence Olivier, Sybil Thorndyke, Richard Wattis, Jeremy Spenser, Esmond Knight, Paul Hardwick, Rosamund Greenwood, Aubrey Dexter, Maxine Audley. Produced and directed by Laurence Olivier.

**STORY:** Among the royalty arriving in London in 1911 for the coronation of George V. is regent of a small but strategic Balkan state, Sir Laurence Olivier; his son, the boy king; and Olivier's mother-in-law, queen Dowager Dame Sybil Thorndike. Olivier attends a show in which Marilyn Monroe has a small part and is captivated by her. He invites her for

late supper at the embassy. Olivier, between romantic interludes, conducts the affairs of his country and rebuffs his son, which shocks Monroe more than his passes at her. Olivier tries to send Monroe home, but the queen dowager commands her to act as lady-in-waiting at the coronation. Monroe, combining love and politics, straightens out the relationship between father and son. They part promising to get together again when Olivier is no longer head of state.

**X-RAY:** Delightful entertainment is this well-made entry that stars Marilyn Monroe and Sir Laurence Olivier. It has amusing dialogue and situations, fine backgrounds and settings, a highly interesting story, and is topped by very good performances. A capable performance on the part of Olivier is taken for granted, and Monroe not only looks good but she does wonders with the role. The direction and production are in the superior class. With a little selling and campaigning, this entry could go far boxoffice-wise, as it has a full potential and all the ingredients for a big-time hit. The screen play is by Terence Rattigan based on his play.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "She Had A Way With Men . . . Including Princes"; "He Ordered Romance . . . She Gave Him Love"; "It's Funny . . . Gay . . . Romantic."

**The Shorts Parade**

**TWO REEL**

**Comedy**

**HOT HEIR.** Reissue. March, 1947. Columbia—Assorted Favorite Reprint Comedies. 18m. Hugh Herbert gets involved with his neighbor's wife. In the confusion, Herbert's rich uncle emerges with quite a beating. FAIR. (1426).

**STAGE FRIGHTS.** Reissue. July, 1935. Columbia—Comedy Favorite Re-release. 19m. Theatre background aids familiar comedy. FAIR. (1435).

**ONE REEL**

**Color Cartoon**

**WACKY QUACKY.** Reissue. May, 1947. Columbia—Color Favorite Cartoons. 6m. A rather simple minded duck hunter meets up with a clever fowl, who makes the sportsman look pretty silly. FAIR. (1611).

**Novelty**

**THE VERSAILLES.** Reissue. December, 1950. Columbia—Cavalcade Of Broadway. 10m. The cameras are trained on this exclusive New York night club, featuring singer Johnny Johnston. GOOD. (1955).



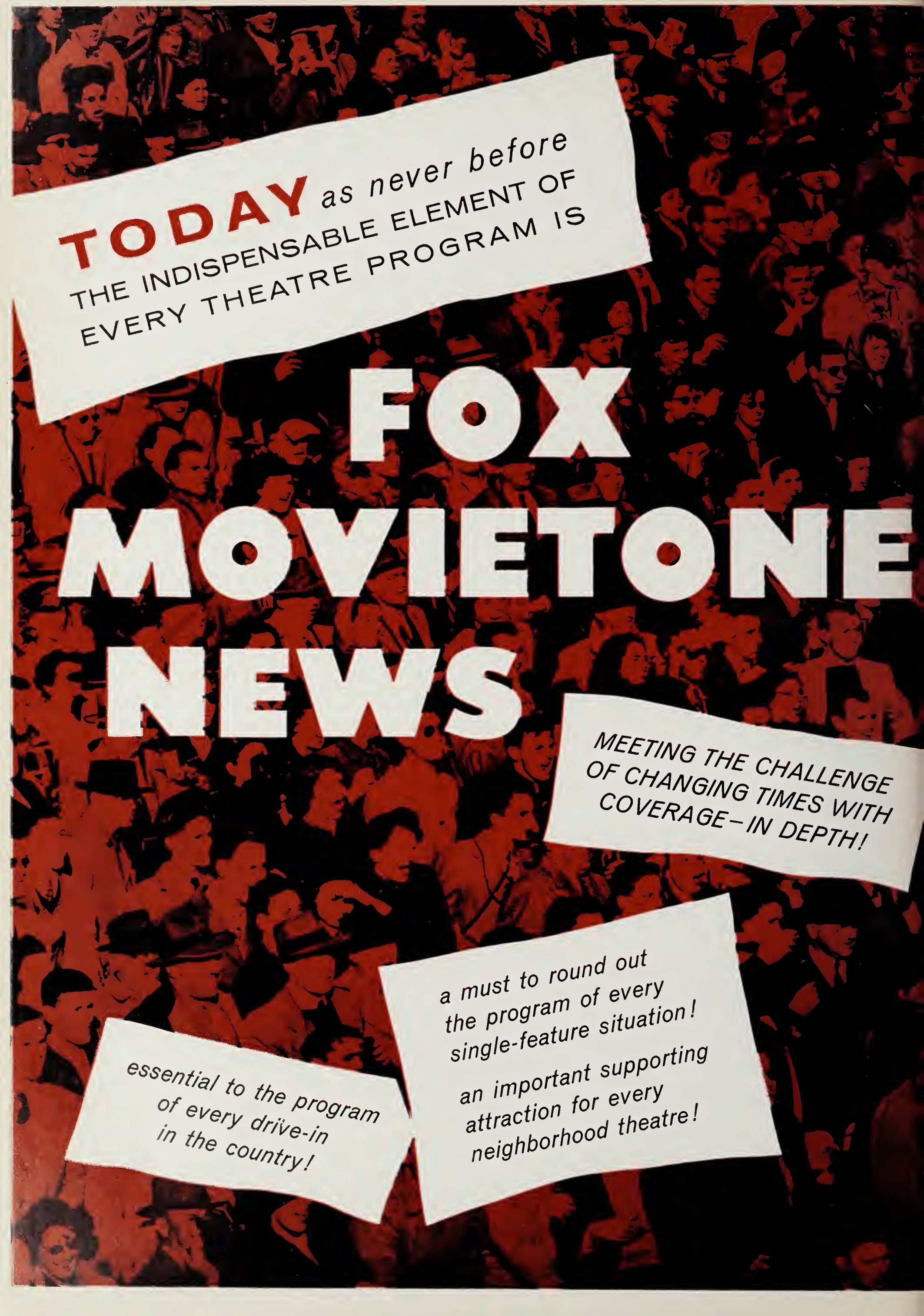
distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC										
<p><b>Chain Of Evidence</b> Bill Elliott, James Lydon, Claudia Barrett</p> <p><b>Not Of This Earth</b> Paul Birch, Beverly Garland</p> <p><b>Attack Of The Crab Monsters</b> Richard Garland, Pamela Duncan</p> <p><b>Last Of The Badmen</b> (CS-Color) G. Montgomery, Meg Randall, Keith Larsen</p> <p><b>Hold That Hypnotist</b> Bowery Boys</p> <p><b>Footsteps In The Night</b> Bill Elliott</p> <p><b>The Badge Of Marshal Brennan</b> Jim Davis, Arleen Whelan</p> <p><b>Dragon Wells Massacre</b> (CS-Color) Barry Sullivan, Mona Freeman, Dennis O'Keefe, Katy Jurado</p>	<p><b>The Man Who Turned To Stone</b> Victory Jory, Ann Doran</p> <p><b>Zombies Of Mora-Tau</b> Allison Hayes, Majorie Eaton</p> <p><b>Guns Of Fort Petticoat</b> (TC) Audie Murphy, Kathryn Grant</p> <p><b>The Tall T</b> (TC) Randolph Scott, Richard Boone, Maureen O'Sullivan</p> <p><b>The Phantom Stagecoach</b> William Bishop, Kathleen Crowley</p> <p><b>The Strange One</b> Ben Gazzara, Julie Wilson</p> <p><b>Abandon Ship</b> Tyrone Power, Mai Zetterling, Lloyd Nolan (English-made)</p> <p><b>Hellcats Of The Navy</b> Ronald Reagan, Nancy Davis</p>	<p><b>Ten Thousand Bedrooms</b> (CS-MC) Dean Martin, Anna Marie, Alberghetti, Eva Bartok</p> <p><b>Hot Summer Night</b> Leslie Nielsen, Coleen Miller</p> <p><b>Invitation To The Dance</b> (TC) Gene Kelly</p> <p><b>Lizzie</b> Eleanor Parker, Richard Boone, Joan Blondell</p> <p><b>Designing Woman</b> (CS-Color) Gregory Peck, Lauren Bacal</p> <p><b>The Vintage</b> (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer</p> <p><b>Gaslight</b> (RE)</p> <p><b>The Postman Always Rings Twice</b> (RE)</p>	<p><b>The Mountain</b> (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)</p> <p><b>The Search For Bridey Murphy</b> (VV) Teresa Wright, Louis Hayward</p> <p><b>Hollywood Or Bust</b> (VV-TC) Dean Martin, Jerry Lewis</p> <p><b>The Rainmaker</b> (VV-TC) Burt Lancaster, Katharine Hepburn</p> <p><b>Fear Strikes Out</b> (VV) Anthony Perkins, Norma Moore</p> <p><b>Funny Face</b> (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)</p> <p><b>The Buster Keaton Story</b> (VV) Rhonda Fleming, Donald O'Connor, Ann Blyth,</p>	<p>(Now available through Universal)</p> <p><b>Beyond A Reasonable Doubt</b> Dana Andrews, Joan Fontaine</p> <p><b>Back From Eternity</b> Anita Ekberg, Robert Ryan</p> <p><b>Tension At Table Rock</b> (TC) Cameron Mitchell, Richard Egan, Dorothy Malone</p> <p><b>The Brave One</b> (CS-TC) Michel Ray</p> <p><b>Death Of A Scoundrel</b> George Sanders, Yvonne De Carlo</p> <p><b>Bundle Of Joy</b> (FC) Eddie Fisher, Debbie Reynolds</p> <p><b>Man In The Vault</b> William Campbell, Karen Sharpe, Anita Ekberg</p>	<p><b>Tears For Simon</b> (Trucolor) David Farrar, Julie Arnall (English-made)</p> <p><b>Above Us The Waves</b> John Mills (English-made)</p> <p><b>The Congress Dances</b> (Trucolor-CS) (German-made)</p> <p><b>Accused Of Murder</b> (Trucolor-Naturama) David Brian, Vera Ralston</p> <p><b>Duel At Apache Wells</b> (Naturama) Anna Marie, Alberghetti, Ben Cooper, Jim Davis</p> <p><b>Affair In Reno</b> (Naturama) John Lund, Doris Singleton, John Archer</p> <p><b>Hell's Crossroads</b> (Naturama) Stephen McNally, Peggie Castle, Barton MacLane</p>	<p><b>The Quiet Gun</b> Forrest Tucker, Mara Corday (Regalscope)</p> <p><b>The Storm Rider</b> Scott Brady, Mala Powers</p> <p><b>Heaven Knows Mr. Allison</b> (CS-DC) Deborah Kerr, Robert Mitchum</p> <p><b>The River's Edge</b> (CS-DC) Ray Milland, Anthony Quinn, Debra Paget</p> <p><b>Break In The Circle</b> Forrest Tucker, Eva Bartok</p> <p><b>Boy On A Dolphin</b> (CS-DC) Alan Ladd, Sophia Loren, Clifton Webb</p> <p><b>China Gate</b> (CS) Gene Barry, Angie Dickson, Nat 'King' Cole</p>	<p><b>Hit And Run</b> Cleo Moore, Hugo Haas (Haas)</p> <p><b>Spring Reunion</b> Betty Hutton, Dana Andrews (Bryna)</p> <p><b>Revolt At Fort Laramie</b> (CS-TC) John Dehner, Diana Brewster (Bell-Air)</p> <p><b>Fury At Showdown</b> John Derek, John Smith (Goldstein)</p> <p><b>The Bachelor Party</b> Don Murray, E. G. Marshall (Norma)</p> <p><b>The Iron Sheriff</b> Sterling Hayden, Constance Ford (Grand)</p> <p><b>12 Angry Men</b> Henry Fonda, Lee J. Cobb (Orion-Nova)</p> <p><b>War Drums</b> Lex Barker, Joan Tyler (Bel-Air)</p>	<p><b>Battle Hymn</b> (CS-TC) Rock Hudson, Martha Hyer, Dan Duryea</p> <p><b>The Night Runner</b> Ray Danton, Colleen Miller</p> <p><b>Gun For A Coward</b> (CS-EC) Fred MacMurray, Janice Rule, Jeffrey Hunter</p> <p><b>Mister Cory</b> (CS-EC) Tony Curtis, Martha Hyer, Charles Bickford</p> <p><b>Kelly And Me</b> (CS-TC) Van Johnson, Piper Laurie, Martha Hyer</p> <p><b>The Incredible Shrinking Man</b> Grant Williams, Randy Stuart</p> <p><b>The Tattered Dress</b> (CS) Jeff Chandler, Jeanne Crain, Jack Carson</p>	<p><b>The Wrong Man</b> Henry Fonda, Vera Miles</p> <p><b>Top Secret Affair</b> Kirk Douglas, Susan Hayward</p> <p><b>The Big Land</b> (WC) Alan Ladd, Virginia Mayo, Edmond O'Brien</p> <p><b>Paris Does Strange Things</b> (TC) Ingrid Bergman, Mel Ferrer (Made in France)</p> <p><b>Rebel Without A Cause</b> (RE) James Dean</p> <p><b>East of Eden</b> (RE) James Dean</p> <p><b>The Spirit Of St. Louis</b> (CS-WC) James Stewart</p> <p><b>The Counterfeit Plan</b> Zachary Scott, Peggie Castle (English-made)</p>	<p><b>Runway Daughters</b> (American-Int.) Marla English, John Litel</p> <p><b>Shake, Rattle and Rock</b> (American-Int.) Fats Domino, Lisa Gaye</p> <p><b>Cinderella</b> (RE) (TC) (Buena Vista) (Disney)</p> <p><b>Flesh and The Spur</b> (Eastman Color) John Algar, Marla English (American-Int.)</p> <p><b>Naked Paradise</b> (Pathe Color) Richard Denning, Beverly Garland (American-Int.)</p> <p><b>The Undead</b> Richard Garland, Pamela Duncan (American-Int.)</p> <p><b>Voodoo Woman</b> Marla English, Tom Conway, Touch Connors (American-Int.)</p>	<p><b>The Persuader</b> James Craig, Kristine Miller</p> <p><b>Destination 60,000</b> Preston Foster, Jeff Donnell</p> <p><b>The Oklahoman</b> (CS-Color) Joel McCrea, Barbara Hale</p> <p><b>Storm Out Of The West</b> Dale Robertson, Lois Maxwell, Derek Bond</p> <p><b>Let's Be Happy</b> (CS-TC) Tony Martin, Vera-Ellen</p> <p><b>Spook Chasers</b> Bowery Boys</p> <p><b>Hot Rod Rumble</b> Leigh Snowden, Wright King</p> <p><b>Aqua Dive Girl</b> Mara Corday, Pat Conway</p>	<p><b>Sierra Stranger</b> Robert Duff, Gloria McGhee</p> <p><b>The Garment Jungle</b> Lee J. Cobb, Kerwin Mathews, Gita Scala</p> <p><b>The Burglar</b> Dan Duryea, Jayne Mansfield</p> <p><b>Beyond Mombasa</b> (TC) Cornel Wilde, Donna Reed</p> <p><b>Clypso Heat Wave</b> Johnny Desmond, Merry Anders</p> <p><b>The Night The World Exploded</b> Kathryn Grant, William Leslie</p> <p><b>The Giant Claw</b> Jeff Morrow, Mara Corday</p> <p><b>The Heart Of Show Business</b> (Kalph Staub)</p>	<p><b>Tarzan And The Lost Safari</b> Gordon Scott, Betta St. John</p> <p><b>This Could Be The Night</b> (CS) Jean Simmons, Paul Douglas, Joan Blondell</p> <p><b>The Little Hut</b> (Color) Ava Gardner, Stewart Grainger, David Niven (Made in England)</p> <p><b>The Seventh Sin</b> (CS) El-anor Parker, Bill Travers, George Sanders</p> <p><b>Something Of Value</b> Rock Hudson, Dana Wynter, Wendy Hiller</p> <p><b>The Bride Goes Wild</b> (RE)</p> <p><b>Our Vines Have Tender Grapes</b> (RE)</p>	<p><b>Public Pigeon No. 1</b> (TC) Red Skelton, Vivian Blaine, Janet Blair</p> <p><b>The Young Stranger</b> James MacArthur, Kim Hunter</p>	<p><b>Spoilers Of The Forest</b> (Naturama-Trucolor) Fod Cameron, Vera Ralston</p> <p><b>Man In The Road</b> Derek Farr, Ella Raines (English-made)</p> <p><b>The Weapon</b> Steve Cochran, Elizabeth Scott, Herbert Marshall</p>	<p><b>Kronos</b> (Regalscope) Jeff Morrow, Barbara Lawrence</p> <p><b>She Devil</b> (Regalscope) Mari Blanchard, Albert Dekker</p> <p><b>Bad Lands Of Montana</b> Rex Reason, Margia Dean (Regalscope)</p> <p><b>The Way To The Gold</b> (CS) Jeffrey Hunter, Sheree North, Barry Sullivan</p> <p><b>The Restless Breed</b> Scott Brady, Ann Bancroft</p> <p><b>Desk Set</b> (DS-DC) Spencer Tracy, Katharine Hepburn, Joan Blondell</p> <p><b>Two Grooms For A Bride</b> Virginia Bruce, John Carroll</p>	<p><b>Monkey On My Back</b> Cameron Mitchell, Dianne Foster (Small)</p> <p><b>The Ride Back</b> Anthony Quinn, Lita Milan (Associates and Aldrich)</p> <p><b>Bailout At 43,000</b> John Payne, Karen Steele (Pine-Thomas)</p> <p><b>Gun Duel in Durango</b> George Montgomery, Ann Robinson (Peerless)</p>	<p><b>The Girl In The Kremlin</b> Lex Barker, Zsa Zsa Gabor</p> <p><b>The Deadly Mantis</b> Craig Stevens</p> <p><b>Man Afraid</b> (CS) George Nader, Phyllis Thaxter, Tim Hovey</p> <p><b>The Kettles On Old MacDonald's Farm</b> Marjorie Main, Parker Fennelly</p>	<p><b>Untamed Youth</b> Mamie Van Doren, Lori Nelson, John Russell</p> <p><b>Shoot Out At Medicine Bend</b> Randolph Scott, James Craig, Angie Dickinson</p> <p><b>Jim Thorpe, All American</b> (RE) Burt Lancaster</p> <p><b>The Winning Team</b> (RE) Doris Day</p> <p><b>Bright Leaf</b> (RE) Gary Cooper</p> <p><b>The West Point Story</b> (RE) James Cagney</p> <p><b>Strangers On A Train</b> (RE) Farley Granger</p> <p><b>Young Man With A Horn</b> (RE) Kirk Douglas</p>	<p><b>If All The Guys In The World</b> (French-made) (Buena Vista)</p> <p><b>Reach For The Sky</b> Kenneth More, (English-made) (Rank)</p> <p><b>Johnny Tremain</b> (TC) (Disney)</p> <p><b>Hal Stalmaster, Luana Patten, Jeff York</b> (Buena Vista)</p> <p><b>Battle Hell</b> (DCA) (English-made) Richard Todd</p> <p><b>The Green Man</b> (DCS) (English-made) Alastair Sim, Jill Adams</p>

**SYMBOLS USED ABOVE:** CS—CinemaScope, DC—Deluxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor, WW—Name of country, other than U.S.A., indicates import.

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MOTION PICTURE

# EXHIBITOR

MAY 22, 1957

VOLUME 58

NUMBER 4

IN TWO SECTIONS

• THIS IS SECTION ONE



## ***A Return To "The Friendly Business"***

editorial

## **New Arbitration Effort Launched**

(page 5)

## **Video Prepares Telemovie Test**

(page 6)

**AND FEATURING: PHYSICAL THEATRE**

Joseph M. Seider, president, Associated Prudential Theatres, seen at the site of the new All-Weather Drive-In, Long Island, knows drive-ins are big business. For an idea of how big, note man at upper right, seated on top of the drive-in's huge screen.

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# MOTION PICTURE

# EXHIBITOR



MAY 22, 1957  
VOLUME 58 NUMBER 4

## A RETURN TO "THE FRIENDLY BUSINESS"

IN DISCUSSING SOME of the evils that drive theatremen to the Department of Justice, as itemized in this page last week ("SPRING HOUSECLEANING NEEDED?"), some of our distribution friends point to the possibility that an adjustment in intra-industry relations may be just around the corner. That up to now, some top sales executives, faced with depressed returns on expensively made pictures, hesitated to reprimand branch office sales help, even when they had positive proof that what the latter were doing was illegal, bad judgment, actually forcing their customers out of business, or all three combined. But that, with a continued lower economy, with a side glance at TV that seems to be having its own troubles, and with a raising anger manifest among theatre customers over being "pushed around," that promises a new flurry of lawsuits, the "top brass" may now step in and put check reins on their "bully boys."

Straws-in-the-wind are considered to be the still further improving of the already high level of customer relations and of customer cooperation, particularly at the subsequent run and small town levels, by Alex Harrison and his sales staff at 20th Century-Fox. Spyros Skouras didn't launch their current increase to 55 features this season in order to overprice them, or to refuse to sell them to a shrunken number of theatres. It is the view of our distributor friends that he is back of Alex all the way, and that between them they will push for a maximum number of accounts to make up for any softness in individual returns. And with more good playable pictures from that source, theatremen in particular territories will be able to really enjoy sloughing off the more objectionable of the "bully boys."

Another consideration is the emergence of Joe Vogel as the head of MGM. Joe is one of the real "pros" who they feel understands movie business to his fingertips. Everything he has done so far promises to be right. And they think he'll keep doing it that way—from studios, through sales policies. Joe is also a theatremen, knows a theatremen's problems, and they're pretty certain he knows what that term "The Friendly Company" was worth. It's too soon to expect much that is concrete, but it is believed that both more pictures and give-and-take sales policies can be the result at a rebuilt and stronger MGM.

At Columbia where, in some territories at least, the sales policies and methods have been tough and inflexible, it is expected that some pretty important pictures such as "THE BRIDGE ON THE RIVER KWAI," "PAL JOEY," and "JEANNE EAGLES," hooked to Harry Cohn's name as producer, will require a bigger payoff for increased grosses. Abe Montague has always been a shrewd judge of markets, and when the first-runs are soft he too will no doubt go for volume, as contrasted to past policies in some branches, where just a few accounts, paying the industry's highest film prices, seemed to be preferred to normal average grosses. This latter may be great for a salesman's ego, but you need volume for company profit. Here, too, a quicker "dump" of boxoffice duds, and better and more understanding customer relations is expected.

Allied Artists built a lot of good will with the handling of their first big blockbuster, "FRIENDLY PERSUASION." In getting their \$5,000,000 they knew when to ask the top price and when to feather it down as the picture got older. In doing this they earned a lot of customer good will and future support. So it is felt that as they add other big pictures to their string, they will continue to merchandise fairly and will further contribute to the overall picture of friendliness.

It is felt that Universal usually has handled themselves pretty well, just as United Artists usually has reflected the fairness, or the ruthlessness, of their particular individual producer's demands. According to these distribution friends, Paramount has never been easy, and while their eyes are focused on toll-TV there probably won't be much change. And, of course, Warners and Republic must get some pictures before they can sell 'em.

But, by and large, these distributor friends feel that we may be on the threshold of a new era in this industry of ours. One in which an atmosphere of live-and-let-live may even develop into a new deal of keep-the-guy-alive. It may be sort of learning from "The Friendly Company," and building "The Friendly Business."

We don't know—but if the industry only saves what is spent, and lost, on lawsuits, we'll all be ahead!

So, we're all for giving it "the old College try"!

*Jay Emanuel*

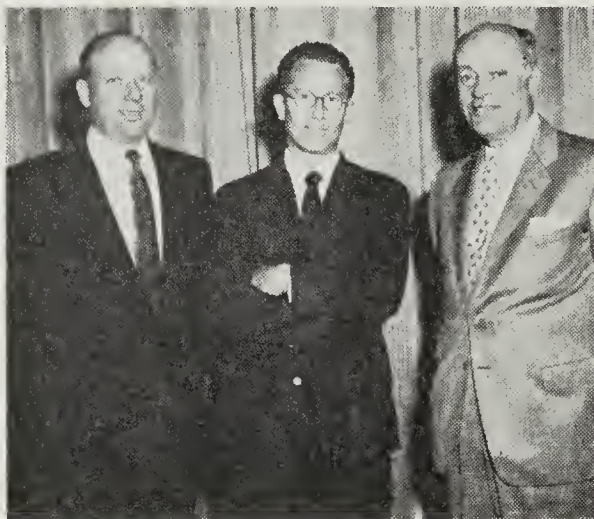
# Penna. Senate Passes Bill To Kill Local Taxes On Indoor Theatres

HARRISBURG—The State Senate, by a vote of 42 to four, passed and sent to the House a bill which would wipe out local taxes on indoor movie theatre admissions in all Pennsylvania communities except Philadelphia.

The Senators turned down amendments offered by Senator Joseph M. Barr (D., Allegheny) which also would have permitted the tax in Pittsburgh.

Senator John H. Dent (D., Westmoreland), arguing in support of the measure, said it is "an attempt to help a very sick industry." Dent made it clear that he did not expect the elimination of the tax to result in lower admission prices, but that theatres would be able to keep more of the money collected at their box offices.

"Many theatres which went into the red last year, would have made at least a meager profit if they had had the amount they collected in taxes," Dent said. If the bill doesn't pass, he added, a great many more theatres will go out of business.



A precedent-setting series of six trailers are available on United Artists' "Saint Joan," and were shown recently to trade editors at a conference-preview by UA and National Screen Service. Seen is George F. Dembow, right, president, NSS; Burton Robbins, left, NSS vice-president; and Roger H. Lewis, UA national director of advertising, publicity and exploitation. The six-trailer package is being offered exhibits for the regular price of a single trailer.

## BROADWAY GROSSES

(As of this Monday)

### The Dull "White Way"

NEW YORK—The advent of new product in four spots helped a trifle, but business was generally off in the Broadway sector last weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Way To The Gold" (20th-Fox). Paramount (\$47,654)\*—Last five days of the second week was down to \$9,000.

"Desk Set" (20th-Fox). Roxy (\$81,388)—Thursday through Sunday accounted for \$55,038, with first week expected to hit \$78,000. Stage show.

"Designing Woman" (MGM). Radio City Music Hall (\$146,192)—Thursday through Sunday garnered \$96,000, with the opening week sure of \$147,000. Usual stage show.

"The Little Hut" (MGM). Capitol (\$39,813)—Only \$18,000 in sight for third week.

"The Oklahoman" (Allied Artists). Globe (\$11,854)—First session anticipated at \$9,000.

"Untamed Youth" (Warners). Mayfair (\$15,087)—Last four days of the second week reported at \$4,000.

"The Bachelor Party" (UA). Victoria (\$21,930)—Sixth week claimed at \$16,500.

"Something Of Value" (MGM). Astor (\$24,578)—Continued okay in second week with \$29,000 estimated.

"This Could Be The Night" (MGM). Loew's State (\$18,644)—Opening week announced as \$21,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

### UJA To Fete Benjamin

NEW YORK—Robert S. Benjamin, chairman of the board, United Artists, will be the guest of honor at the annual United Jewish Appeal luncheon of the motion picture and amusement industries, it was announced by Leon Goldberg, chairman of the drive.

The luncheon to be held tomorrow (May 23) at the Park Lane Hotel will fete Benjamin for "his distinguished record of service to our industry and the community" Goldberg said.

## I N D E X

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## The NEW YORK Scene

By Mel Konecuff

PRESTON STURGES, writer, director, producer, inventor, and wit, came to town the other day from France where he has been living, working, and raising a family to oversee the opening of his latest production, "The French They Are A Funny Race," which is being released by Continental Distributing, as well as to discuss that company coming in with him on a co-production deal on his next venture. This would be the tale about a gangster, exiled from the U. S., and would star Eddie Constantine, a big

star abroad but relatively unknown here. He opined that the fact that it paralleled some of the events in the life of Lucky Luciano was pure coincidence. It would probably be made in northern Italy in two language versions, French and English, commencing about Aug. 15.

Sturges said he was considering making it in Sturgescope, which in his words is a process that defies description . . . the French producers urged him to make his films in the French language and put titles on for the American market as we are all barbarians here, anyway . . . he says he left Hollywood because he couldn't find any pictures to make and his "vile temper and disagreeable manner" closed the doors of the seven companies. He has no bitterness towards Hollywood, where he reported C. B. DeMille is the "legal owner of the Bible" . . . he still likes women for his pictures that are pear shaped rather than apple shaped. They have more appeal. . . . He thought films could be made in Paris for one-third the cost of making similar productions in Hollywood.

Projects which Sturges has in mind include putting on a play that he wrote in Paris, and someday making two films based on the titles "Happiness Comes In Bottles" and "Brigham Young And Tell 'Em Nothing." He also would someday like to construct a theatre below the sidewalk level into which the walking public would be able to see but not hear. To satisfy the aural as well as the visual sense, they would have to pay to come in.

A most entertaining luncheon session.

**THE METROPOLITAN SCENE:** Champagne, beautiful women, and attractive fashions were in order the other morning at breakfast time as Charles LeMaire, one of Hollywood's top designers, showed off the outfits used in 20th Century-Fox's "Desk Set." The champagne was good, the danish wasn't bad, the dames were cute, but from fashions we know nothing. Besides no one told us where we could get them wholesale. All the above took place in the executive offices of the Roxy. . . . British director Ken Annakin, here to make some exteriors for "Across The Bridge," which is being shot in England with Rod Steiger, also discussed the campaign on one of his recently completed films, "Value For Money," which Rank Film Distributors will release here. He attended a special sneak at an art house which saw the audience more than duly appreciative. . . . There's a French student crossing North and South America peddling ballyhoo for Columbia's "Fire Down Below." If he doesn't do better with his motor bike, it may take years. He's had two breakdowns within hailing distance of New York.

# Industry Launches New Arbitration Effort

## Exhibs To Be Heard On Wage Law Bill

WASHINGTON—A. Julian Brylawski, legislative chairman, Theatre Owners of America, revealed last fortnight that Senator Kennedy, D., Massachusetts, had promised that exhibitor pleas for continued federal minimum wage exemption will be explained to the full Senate labor committee before that group acts on any minimum wage bill.

A subcommittee headed by Kennedy recently sent to the full committee without recommendation one way or the other a bill that would, according to committee officials, extend coverage to theatres and theatre chains grossing more than \$1,000,000 per year.

Brylawski protested that the bill was not absolutely clear in its provisions relating to theatre coverage, and that in any event, exhibitors are in tough financial condition and should remain exempt from the federal law.

Kennedy thanked Brylawski for his views and promised that the views would be put before the full committee when the Kennedy bill comes up for action.

## Howco To Expand

NEW ORLEANS—Howco, an independent film production company headed by Joy N. Houck, president, Joy Theatres, Inc., and J. Francis White, president, Consolidated Theatres, Inc., Charlotte, have made great strides in the expansion of distribution. Starting with several self-owned exchanges in the south some few years back, which include the Howco exchanges in Atlanta, Charlotte, Memphis, and later opening an exchange in Jacksonville along with several franchise holders operating in the south, the organization has grown into an international setup for distribution.

At a meeting recently held in Chicago of Howco branch managers and franchise holders, attended by Houck, White, and Howco Productions general sales manager Scott Lett, Charlotte, plans were formulated for 18 pictures during the next 14 months for the new international aggregation of distributors.

Roger Corman, young Hollywood producer and director, attending the meet, outlined the product he expects to deliver for Howco release. The first will be "Carnival Rock," scheduled to go into production this month.

## "Fire" Gets Radio Plugs

NEW YORK—Paul N. Lazarus, Jr., vice-president for advertising and publicity, Columbia Pictures, and Matthew J. Culligan, radio net vice-president, NBC, announced last fortnight that a deal had been made whereby a major part of over \$500,000 set aside for Columbia's campaign on "Fire Down Below" would be spent on NBC radio segments.

The campaign is set to get maximum penetration concurrent with major key dates most of which will break the first week in July.

## Vogel Names Franklin To High Production Post

NEW YORK—Joseph R. Vogel, president of Loew's, Inc., has announced the appointment of Sidney Franklin to serve as associate to Benjamin Thau in MGM's production activities.

Franklin, prominent producer-director and a winner of the 1942 Irving Thalberg Award, has been associated with many of MGM's most successful films, among them, "The Yearling," "Mrs. Miniver," "The Good Earth," "Random Harvest," "Madame Curie," and "Waterloo Bridge."

The designation of Franklin to this position, Vogel stated, is in furtherance of the studio's plan to bring to the screen stories of the calibre and importance identified with his achievements for many years.

## Ross Blasts "Monkey"; Says He Will Sue UA

CHICAGO—Barney Ross, upon whose life the United Artists release, "Monkey On My Back," is said to be based, stated last fortnight after seeing the premiere of the film that he considered the picture "cheap sensationalism" and that he would sue UA for \$5,000,000.

UA vice-president Max Youngstein replied that Ross, who had been engaged in pre-opening publicity work on the film, was on record via tape recordings, broadcasts, and news clippings as saying the picture has "something every kid in America should see" and "an accurate story of my life." Youngstein added that that was before Ross asked for and was refused an additional \$50,000 not included in his deal with Edward Small, producer of the film.

The picture deals with Ross' addiction to drugs after the former boxing champ went through World War II as a Marine hero. It has been refused a seal by the Production Code Administration because it depicts the administration of drugs, but the refusal has been appealed to the Motion Picture Association board of directors.

## Sales Tax Expanded To Theatre Concessions

RALEIGH, N. C.—The Senate finance subcommittee of the North Carolina Legislature last fortnight approved proposals to extend the state's three per cent sales tax to apply to peanuts and popcorn sold in theatres or at concession stands, and to food products, including coffee, dispensed through vending machines.

The former proposal is expected to produce \$95,000 in revenue annually, and the latter would net an estimated \$35,000 a year.

## Distrib, Exhibs Meet, Agree On Conciliation; Conference To Reconvene, Set Arbitrable Matters

NEW YORK—A three day session was held last week at the board room of the Motion Picture Association of America by motion picture exhibitors and distributors in an effort to formulate an industry arbitration and conciliation system. Two other attempts to do this were started in 1951 and 1954.

Eric Johnston, MPAA head, who presided, reiterated with Julius M. Gordon, president, Allied States Association; Ernest G. Stellings, TOA president; and Max A. Cohen, representing Independent Theatre Owners Association, previous statements on the need for development of such a system.

Those in attendance were Allied: Gordon, Nathan Yamins, Wilbur Snaper, Abram F. Myers; TOA: Stellings, Mitchell Wolfson, Si Fabian, Herman Levy, Al Fickus, George Kerasotes; ITOA: Cohen; MPAA: Johnston and Hetzel; and for the distributors: Abe Montague, Charles W. Reagan, Robert J. Rubin, Adolph Schimel, and George Weltner.

A unanimous agreement in principle was reached on all phases of conciliation and referred to a committee for drafting. This committee is composed of counsel from TOA, Allied States, and the MPA. It was directed to complete a draft of the conciliation program, submit it to each of the participating organizations for approval, before the conference reconvenes on June 17.

A committee to study arbitration machinery also was designated: Schimel for the distributors; Joseph Alterman, TOA; and Snaper, Allied.

The conference agreed to explore a number of possibilities relating to the organization and financing of an arbitration system that would prove practical under present day conditions and study specific subjects considered to be arbitrable, particularly in relation to clearance and runs.

A publicity committee was appointed consisting of Gordon, Wolfson, Schimel, and Hetzel.

The meetings in June will take up the discussion of the arbitration system where it was concluded and will continue its thorough-going examination of issues involved in the arbitration of clearance and runs, as well as other matters to be considered for arbitration.

## Records Boost "Face"

NEW YORK—Capitol Records, releasing four different recordings of the music from Elia Kazan's "A Face In The Crowd," including the sound track album, is servicing more than 5,000 of the film's regular one-sheet to its distributor outlets across the nation to be used as focal pieces for elaborate window displays calling attention to the recordings and local playdates. The recording company representatives also will contact the country's top disc jockeys.

# Video Ready For Telemovie Test; Signs Contract With Phone Company

OKLAHOMA CITY—Henry S. Griffing, president, Video Independent Theatres, Inc., reported last fortnight that a contract had been signed between Video and Southwestern Bell Telephone Company which cleared the way for telemovie operations at Bartlesville, Okla. Video will construct the coaxial cable setup required for home TV movies at the telephone company's expense, and Video will pay Southwestern rental for use of the cable and utility poles.

The initial rental is based on the cost of constructing and maintaining the cable, but the eventual rate schedule is expected to be fixed by the Oklahoma Corporation Commission, which regulates Southwestern's tariffs.

Griffing said Video plans to start operation in July or August. A campaign to sign up subscribers at \$9.50 per month will be started when main lines are in place.

He said major producers have promised sufficient product to maintain a schedule planned for Bartlesville tests, while National Theatre Supply has promised delivery of studio equipment in July.

## Allied Unit Plans Promotion

NEW YORK—Allied Theatre Owners of New Jersey at their regular monthly meeting here last week made a bid to promote better relations between distribution and exhibition by inviting all branches of the business to attend their annual outing on June 6 at Rockaway River Country Club, Denville, N. J.

President Sidney Stern revealed that the group has plans for a "promotional scheme" to bolster business. A committee of Irving Dollinger and Stern was appointed to study various kinds of ideas that would lend themselves to the purpose.

Richard Turteltaub and Sam Engleman were named as a committee to ascertain if there exists any "featherbedding" in the employment of union booth personnel.

United Artists was said to be "out of line and unrealistic" on terms demanded for its next 14 releases, and Buena Vista was criticized for "pulling" "Wesward Ho The Wagons" in favor of the reissue of "Cinderella," although contemplated legal action against the company was withheld pending receipt of a report from National Allied's Emergency Defense Committee.

National Allied's plans to set up a public relations program and hire a public relations counsel were discussed, as were telemovies, with the consensus being that they are not very feasible and that the membership is willing to wait and see how the piping of pictures into the home works out.

## Loew's Sets Accounting Study

NEW YORK—It was announced last fortnight by Joseph R. Vogel, president, Loew's, Inc., that Arthur Anderson and Company, certified public accountants, had been appointed to make a review and recommendation concerning effective accounting procedures.

## AIP Regroups Releases To Ease Current "Drought"

HOLLYWOOD—Just prior to leaving for England last week James H. Nicholson, president, American International Pictures, announced that he is regrouping and shifting his release schedule to take advantage of "the drought periods created by the majors."

Along these lines, AIP is grouping four releases for June release as an immediate "first aid" measure. These are "I Was A Teenage Werewolf" and "Invasion Of The Saucer Man," and "Naked Africa" and "White Huntress."

## Disney Revenue Up, Net Per Share Dips

BURBANK, CAL.—Gross revenue of Walt Disney Productions for the six months ended March 30, last, first half of the current fiscal year, was higher than in the corresponding months of last year, President Roy O. Disney said last week in an interim report to shareholders.

For the six months ended March 30, 1957, consolidated gross revenue totalled \$16,457,933, compared with \$13,621,369 for the like period a year ago.

Net profit after all charges, amounted to \$1,532,391, equal to \$1.03 a share on the 1,492,416 common shares outstanding. This compared with \$1,418,850, or \$1.09 per share for the first six months or last year, computed on the 1,305,680 shares then outstanding.

"Earnings for the second six months of the fiscal year," Mr. Disney said, "are expected to equal, or slightly exceed, those of the first six months."

One of the big pictures slated for the coming year is "The Light In The Forest," planned for production this summer. James MacArthur has been signed for the lead.

Discussing the television outlook, Disney stated that a contract has been signed with American Broadcasting Company for the filming of about \$9,500,000 of television shows for the 1957-58 season.

Referring to the Disneyland Amusement Park in Anaheim, California, Disney told shareholders attendance during the nine months ended April 30, last, was up 10 per cent, and gross receipts jumped 25 per cent over the corresponding period of last year. He was optimistic over the future of the park.

## Jameson, Jr., On NFS Board

NEW YORK—Earle Jameson, Jr., Kansas City, has been elected to the board of directors of National Film Service, Inc., according to an announcement made by James P. Clerk, president of the film handling organization.

Clark said Jameson replaced his father, the late Earle, Sr., on the board.

## Stockholders Approve DuMont Expansion

NEW YORK—At the annual meeting of stockholders of DuMont Broadcasting Corporation last fortnight immediate expansion was approved in resolutions permitting the acquisition of KTLA, Los Angeles; and WNEW Broadcasting, Inc., here. DuMont now owns WABD-TV, New York, and WTTG-TV, Washington.

Subject to FCC approval, KTLA-TV would be acquired by purchase of all outstanding stock of Paramount Television Productions for between 700,000 and 800,000 shares of DuMont capital stock. Based on the higher figure, Paramount Pictures which now owns 251,400, or 26.6 per cent of DuMont, would then own about 49 per cent.

This proposal includes purchase of all outstanding stock of Famous Music Corporation, owner of all outstanding stock of Paramount Music Corporation; all Class A stock, which constitutes 50 per cent of the outstanding stock of Paramount-Roy Rogers Music Company, Inc., and all Class A stock, which constitutes 50 per cent of the outstanding stock of Gomalco Music Corporation.

DuMont will either merge with or dissolve Paramount TV Productions, to directly own its assets. Famous Music would be continued as a separate firm, and Paramount Music as a wholly-owned subsidiary of Famous Music. It would then retain its 50 per cent stock ownership of Paramount-Roy Rogers and Gomalco.

Elected as directors were Barney Balaban; Richard D. Buckley; Allen B. DuMont; Armand G. Erpt, Thomas T. Goldsmith, Jr.; Bernard Goodwin, Robert C. Jones, Paul Raibourn, Percy M. Stewart, and Edwin L. Weisl.

The board reelected Goodwin president and named as vice-presidents Buckley, Ted Cott, and Bennet Korn. Other posts filled were Raibourn, treasurer; Richard L. Geismar, Melvin Stack and Irving Singer, assistant treasurers; Arthur Israel, Jr., secretary; Robert A. Dreyer, assistant secretary; and DuMont, chairman of the board.

## Lodge Installs Officers

NEW YORK—Cinema Lodge of B'nai B'rith installed its officers for the coming year headed by Robert K. Shapiro, president, at its annual luncheon held at Toots Shor's, with Harvey Platt, past president, Metropolitan Council of B'nai B'rith, serving as installing officer and principal speaker.

Other officers are vice-presidents Marvin Kirsh, Milton Livingston, Norman Robbins, Joseph B. Rosen, Nat Rudich, Cy Seymour, Jack Weissman, Al Wilde, and Lou Wolff; treasurer Jack Hoffberg; secretary Abe Dickstein; and chaplain Max E. Youngstein. Also trustees Max B. Blackman, Julius Collins, Harold L. Danson, Lee Jaffe, Moses L. Kove, Joseph Maharam, and Arthur H. Schwartz.

## Von Stroheim Dies

PARIS, FRANCE—Actor-director Erich Von Stroheim, 71, once known as "the man you love to hate," died last fortnight of cancer. His last American film was "Sunset Boulevard."

SPENCER  
TRACY

*(he likes bongo drums)*

KATHARINE  
HEPBURN

*(she likes champagne)*

make the office such a wonderful place  
to love in

# DESK SET

co-starring  
GIG  
YOUNG  
JOAN  
BLONDELL

with  
Dina Merrill/Sue Randall  
Neva Patterson  
Nicholas Joy/Diane Jergens  
Merry Anders/Ida Moore  
Rachel Stephens

Produced by  
HENRY EPHRON  
Directed by  
WALTER LANG  
Screenplay by  
PHOEBE and  
HENRY EPHRON

from 20th Century-Fox  
in  
CINEMASCOPE  
Color by De Luxe





Tracy and Hepburn  
...the way  
audiences love them  
in the  
kind of fun-picture  
with which  
they made  
box-office history!



**GET READY**  
FOR "DESK SET"!

**GET SET**  
FOR "DESK SET"!

**GO** WITH THE  
BIG COMEDY SMASH  
OF THE YEAR!

The  
**DESK SET**  
SEZ:

We'll introduce you to the coffee breaks, the love breaks, the 5 o'clock cocktails, and those fabulous Xmas parties they don't let their wives know about. Come see the girls and boys who make the office such a wonderful place to love in!

## Dot Record's Wood Named Paramount V-P

NEW YORK—Randy Wood, president of Dot Records, now a wholly owned subsidiary of Paramount Pictures, was elected a vice-president of Paramount at a meeting of its board last week, it was announced by Barney Balaban, president.



WOOD

Wood has been president of Dot since its formation by him in 1950. The company led the industry in the sale of single records in 1956.

In July, 1956, Dot Records was transplanted to Hollywood. Wood's key executives followed him to the coast, where they occupy 15 suites of offices at Sunset and Vine Streets. Dot is making the sound-track album of Cecil B. DeMille's production of "The Ten Commandments," described as a major production and promotion in the album field.

Dot Records, which did a gross business of \$6,800,000 for the year ending April 30, 1957, was acquired by Paramount Pictures last month through the delivery of 54,000 shares of Paramount Pictures common stock to stockholders of Dot Records.

### Paramount Net Steady; Board Declares Dividend

Paramount Pictures Corporation reports estimated consolidated net earnings of \$1,299,000 for the first quarter of 1957, representing 66 cents per share based on 1,971,316 shares outstanding at March 30, 1957.

The comparative consolidated net earnings for the same period in 1956 were estimated at \$1,372,000 or 64 cents per share, exclusive of \$350,000 or 16 cents per share profit on the sale of film shorts, etc. The total shares outstanding at March 29, 1956, were 2,141,116.

The board voted a quarterly dividend of 50 cents per share on the common stock payable June 14, 1957, to holders of record May 27, 1957.

# AB-PT Pictures, With Two Ready, Plan Five More For '57 Schedule

## "Teahouse," "Angry Men" Set For Berlin Festival

NEW YORK—The Motion Picture Export Association has forwarded its nomination of two feature films for entry in the Berlin Film Festival, June 21 to July 2.

United Artists' "12 Angry Men" and MGM's "The Teahouse Of The August Moon" are the official American entries chosen by the Motion Picture Association of America selection committee.

A Columbia short subject, "Mr. Magoo's Puddle Jumper," was another MPAA nomination.

Additional American feature films may be invited by the Festival Committee.

CHICAGO—The three-fold aim of the newly-formed AB-PT Pictures Corporation was detailed by Irving H. Levin, president of the wholly-owned production subsidiary of American Broadcasting-Paramount Theatres, Inc., to the more than 100 executives of the parent company who met with him in an all-day session here.

Among the men who joined him in outlining the promising AB-PT story were Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, and Jerry Zigmond, chairman of the exhibitor's advisory committee of the production unit.

To produce good quality motion pictures with boxoffice results in mind is the first of the three basic aims of the company, said Levin; secondly is to discover and develop new talent, actors, writers, directors and producers; third aim is to build the production company into a profitable operation and prominent factor in the industry.

Levin cited the two features already completed, and announced five more pictures to be finished in 1957. Available for June release are "Beginning Of The End," a science-fiction thriller, and "The Unearthly." Both pictures are set to be paired for a combination AB-PT Pictures world premiere opening at the Balaban and Katz Roosevelt in Chicago on June 19.

The five pictures upcoming on AB-PT's production schedule for this year are "Young Mother," "Eighteen And Anxious," "Ten Hours To Doom," "Volcano Monster," and "Atomic Submarine."

Two more stories are in the planning stage at AB-PT Pictures, an original entitled "Jazz Street," and an outdoor action drama tentatively titled "Girl In The Woods."

### Friedman Joins UA

NEW YORK—Martin Friedman has been named United Artists master print booker, it is announced by James R. Velde, general sales manager. Friedman, who was head of the Paramount Pictures playdate department from 1948 through 1956, replaces Harold Roth, resigned.

## UA Votes Dividend, Elects Two Directors

NEW YORK—The board of directors of United Artists Corporation, meeting for the first time since the company became publicly owned last month, last week declared an initial regular quarterly dividend of 35 cents per common share, payable June 28 to stockholders of record June 14, and elected two new outside directors.

The new directors, it was announced by Robert S. Benjamin, chairman of the board, are Robert W. Dowling, a leading figure in the real estate and building business as well as civic affairs, and Robert C. Porter, partner of F. Eberstadt and Company, investment banker. Their election increases board membership from nine to 11.

Benjamin also announced that the board had issued a call for the first annual meeting of the United Artists stockholders to be held on June 4 at the Rivoli Theatre, New York City. Stockholders of record on May 15 will be eligible to vote.



"The Big Show" of 20th-Fox recently attracted a record audience of industryites, and guests at the Roxy, New York. Seen, left to right, are William White, Skouras Theatres executive; George P. Skouras, president, Magna Theatre Corporation; Spyros P. Skouras, president, 20th-Fox; Sol Schwartz, president, RKO Theatres; Charles Einfeld, 20th-Fox vice-president;

actress Terry Moore; Kenneth Hargreaves, president, Rank Distributors; Ed Fabian, Fabian Theatres executive; Murray Silverstone, president, 20th's International Corporation; Eugene Picker, Loew's Theatres vice-president; Alex Harrison, 20th-Fox general sales manager; and Leopold Friedman, president, Loew's Theatres.

# AA Blames Loss On Market Decline; Expects To Benefit From New Films

HOLLYWOOD—Steve Broidy, president Allied Artists, in a report to stockholders issued last fortnight, stated he expected the new fiscal year to benefit from the distribution of such product as "Love In The Afternoon," "The Hunchback Of Notre Dame," "Let's Be Happy," "The Oklahoman," "Dino," and others.

Broidy reported that the company in the recent 39-week period placed in release a number of pictures planned and produced some 12 to 18 months previously on an upgraded budget scale aimed at satisfying boxoffice trends then in evidence. By the time these particular pictures were released, the market sharply reversed itself, he said, and the decline has been continuing. This sudden shift was chiefly responsible for the operating losses reported for the recent period.

The consolidated profit and loss statements for the 39-week period ended March 30 shows a loss of \$1,379,478 as compared to \$179,381 in the year ended March 31, 1956. Total income for the 39-week period ended this year was \$14,090,737, as compared to \$11,911,080 for the corresponding period last year. Total expense to March 30, 1957 were \$15,593,215.

In connection with "Friendly Persuasion," Broidy said the film had been well received in the United States, and to date has produced substantial gross income; but because of high negative print and advertising cost, the accounting has been calculated on the basis of reporting neither profit nor loss and taking only 10 per cent of gross to cover distribution expenses. The costs of this picture therefore have been amortized during this 39-week period at a faster rate than the regular program.

Broidy added that \$550,000 which has been charged off in connection with production of an abandoned production may be revived. The abandonment was necessitated by physical difficulties and high costs encountered in the preliminary production work. If this picture is eventually completed, a substantial part of the cost written off will be reinstated.

A dividend of 13¾ cents per share on the company's 5½ per cent cumulative convertible preferred stock will be payable on June 15 to stockholders of record on June 3. This dividend was voted by the executive committee of the board of directors.

## Circuit Reported Buying Three

PHILADELPHIA—A. M. Ellis Enterprises were reported purchasing from a combine composed of Morris Wolf, Lionel Friedman, and Lessing Rosenwald the Tower Theatre property, the Nixon Theatre property, and the Roosevelt Theatre property.

The Nixon is said to bring annual rental of \$30,000 net; the Tower, \$65,000 net; and the Roosevelt, \$25,000 net.

The theatres are still under long term lease to AB-Paramount Theatres.

The Ellis circuit has been expanding considerably in recent years and is also reported dickering for a drive-in in the Willow Grove, Pa., area.

## NSS Decree Injunction Sought By Poster Firm

PHILADELPHIA—Counsel for Independent Poster Exchange, this city, went into U. S. District Court last week and sought from Judge William H. Kirkpatrick an injunction against the recent Department of Justice consent decree in the National Screen Service vs. Independent Poster Exchange anti-trust case.

Also sought was the making available of sealed evidence of individual contracts between NSS and the film companies for future use at the forthcoming trial of IPE vs. NSS.

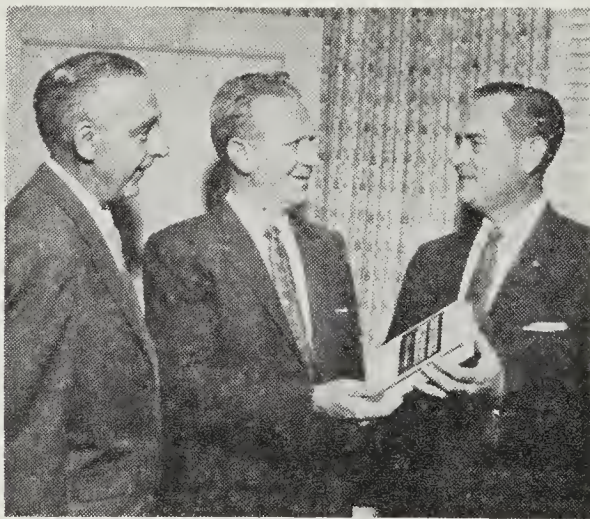
The Judge took these matters under advisement and set Nov. 12 as a date for the trial.

## COMPO, Coca-Cola Honor Late McCraw

DALLAS—Texas COMPO joined with the Coca-Cola Company recently in honoring the memory of a distinguished citizen and member of the industry, the late William C. McCraw, by mailing his book, "Professional Politicians," to the top echelon in exhibition and distribution in the Texas territory, as well as to all circuit city managers and partners and all independent theatre operators in the state. The officers and directors of Allied Theatre Owners of Texas and Texas Drive-In Theatre Owners Association also received the book.

McCraw was for several years executive director, Variety Clubs International, and served three years as general counsel, Texas COMPO, while heading its speakers' bureau during and after the Movie-time in Texas campaign.

McCraw was a former District Attorney for Dallas, Attorney General for Texas, and, at the time of his death, was a District Judge in the Dallas courts.



E. N. Gault, right, southwest sales manager, Coca-Cola Company, recently presented a copy of the book, "Professional Politicians," by the late William C. McCraw, to Louis Higdon, center, vice-president and general manager, Frontier Theatres, Dallas. Looking on is C. A. Bourdelais, national theatre representative, Coca-Cola Co.

## Schwalberg Appointed To NTA Exec Staff

NEW YORK—Alfred W. Schwalberg, a veteran of more than 30 years in the motion picture business, has joined the executive staff of National Telefilm Associates, it was announced last week by Oliver A. Unger, NTA executive vice-president.



SCHWALBERG

Unger said that Schwalberg "will devote himself to overall management activities." In addition to his general executive duties, Schwalberg also will be responsible for the operation of NTA Pictures, Inc., NTA's theatrical distribution arm.

Schwalberg comes to National Telefilm Associates from Artists-Producers Associates, Inc., his own firm which he established two years ago. He was president of that company which was active in the distribution and production of motion pictures.

Before organizing his own company, Schwalberg was associated with Paramount for a seven year period. He joined that organization in 1948 as executive assistant to Charles Reagan. He was named general sales manager the following year. In 1950, he was made president of the Paramount Film Distributing Corporation and served in that capacity for five years.

## B-K Earnings Down

CHICAGO—The annual meeting of Balaban and Katz stockholders were told last fortnight that earnings for 1956 after all expenses, including taxes, amounted to \$2.50 per share as compared to \$4.77 per share for 1955.

The appointment of David Wallerstein as president was confirmed.

Arthur A. Goldberg was elected a director to fill the vacancy created by the death of John Balaban. Other directors are Leonard H. Goldenson, Wallerstein, Sidney M. Markley, Simon B. Spiegel, Edward L. Hyman, and Elmer C. Upton.

## Toll-TV Study Continues

WASHINGTON—The Federal Communications Commission last fortnight advised House Commerce Committee chairman Harris, D., Arkansas, an early written answer to his questions about the commission's authority to approve toll television would be forthcoming.

The FCC has been studying the matter for some time, but no final conclusion has been reached.

## Pa. Mulls New Censor Bill

HARRISBURG, PA.—The House Law and Order Committee last week approved a bill which would restore motion picture censorship to the state. The former censorship bill was declared unconstitutional by the U. S. Supreme Court.

The board under the new bill would have power only to disapprove of films termed "obscene, lewd, lascivious, filthy, or vile."



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**FROM WARNER BROS.**

**MAY 30**

**JUNE 5**



**CHICAGO THEA., CHICAGO**

**PARAMOUNT, NEW YORK**

## NEWS OF THE TERRITORIES . . .

### Speaker List Named For IENE Convention

BOSTON—Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, is to be one of the principal speakers at the annual two-day convention of Independent Exhibitors, Inc., of New England at Toy Town Tavern, Winchendon, Mass., June 3-4. A representative from Jerrold Electronics Corporation, Philadelphia, is listed to speak on the cable theatre.

The convention opens at luncheon on Monday, with golfing enthusiasts invited to arrive earlier. The first afternoon will be devoted to film clinics, informal problem discussions, and forums. There will be a board meeting following Monday's dinner.

Tuesday morning, four men will discuss concessions for drive-ins and regular theatres, all scheduled to speak briefly on one subject. Phil Lowe, Theatre Candy Company; Irving Shapiro, Concession Enterprises; Nat Buchman, Theatre Merchandising Company; and Lyman O. Seley, Manley, Inc., are the speakers. Jack Wallens, A. Yarchin Company, will talk on theatre insurance, and Bill Patton, general sales manager, Globe Ticket Company of New England, will demonstrate the new Cryptix, a code-numbered plan which uses serial letters in place of figures on theatre tickets. Tuesday afternoon, the two principal speakers will address the group, as well as National Allied officials.

The Pepsi-Cola Company is sponsoring the cocktail party before the banquet on Tuesday, with John Crawford as host. There will be no formal speeches, and George Roberts will be the toastmaster. He will distribute the awards for the golf tournaments and will present the door prizes to lucky number winners.

Michael Redstone and Nathan Yamins are the co-chairmen for the convention, with Edward Lider as general chairman and Carl Goldman as coordinator. Several National Allied officials from out of town are expected to attend. The committee has planned also activities for the wives accompanying their husbands.

### Pesce Named To Head Motion Picture Division

ALBANY—Louis M. Pesce became the third regular director of the 30-year-old Motion Picture Division, State Education Department, with his promotion by Board of Regents and the Education Commissioner from assistant and acting director. He had been acting director since last September, when Mrs. Helen L. Kellogg retired.

Pesce passed first in a civil service test for assistant director last spring. His initial post with the Division was that of reviewer, also under competitive civil service. Pesce was slated to name a new assistant director, from an existing civil service list.

### Albany

The Stanley Warner Ritz ended a seven-week engagement of "The Ten Commandments" and moved in the reissue of "For Whom The Bells Toll." . . . Local F-43 IATSE, will close its season activities with a party being arranged by Warners for June 5. Charlotte Lansing, assistant cashier, is unit president. . . . Variety Club began making plans for the annual golf tournament at Shaker Ridge Country Club late in June. Nate Winig, past chief barker, is general chairman. . . . The Brunswick, N. Y., Town Board issued a permit for Bernard J. Carroll to build a 300-car drive-in on an undeveloped 72-acre plot adjoining his present amusement grove. The significance of the action was that it reversed a stand taken in March, 1956, which acceded to demands of local residents that an ordinance banning outdoor theatres be adopted.

### Atlanta

Geneva Powers, secretary to the Universal branch manager, has resigned. She is replaced by Ruby Waters. Delese Bryant also resigned. Both were given a farewell luncheon by the Universal staff. . . . WOMPI national president Stella Poulnet has been invited by the Jacksonville WOMPI to install officers there on June 28. . . . Helen Newman, Paramount, re-

### Huge Promotion Set For "Walk Into Hell"

BOSTON—When Joseph E. Levine's "Walk Into Hell" opens in the area, it will have received a billboard treatment similar to the Ringling Brothers circus promotion. Huge billboards and 24-sheets will be planted along strategic spots on highways and in the big cities throughout New England. The Australian film is set to open July 31 in Boston, to be followed by 100 theatres the following day and 200 more theatres and drive-ins the next week. The Yankee Network will carry the radio and TV saturation program.

Levine has retained the services of Terry Turner, General Teleradio, to handle the national campaign. Nationally, the film will go across the country in waves of playdates. In area by area, the color prints will be available for summer playing time. On its way across the country, however, the policy will be varied. In some spots, bookings in first runs will be eliminated in favor of saturation engagements in surrounding towns, neighborhoods, and outlying theatres, while in other situations, key city first runs will be used as the kick-off, with the neighborhoods following. Working with Turner on the TV trailers is Don Thompson of Hollywood. George Kraska, Embassy Pictures, is handling the publicity in New England.

For the publicity, many gimmicks and stunts are being developed. As there is an airline sequence in it, Qantas Airlines has tied in with the film. Dr. Ronald Walker, Australian representative to the United Nations, is setting up a dinner and screening in Washington for foreign dignitaries and members of the UN in July. It is expected that natives of the Madang tribe of New Guinea, who play an important role in the film, will be flown to this country to assist in the ballyhoo.

signed. . . . Bill Douglas, Fairburn, Fairburn, Ga., has taken over the Monticello, Monticello, Ga. . . . The Crescent Amusement Company, Nashville, Tenn., closed the Elite there after long operation. . . . The Roxy, Valdosta, Ga., formerly the Suburban, has been reopened by Bob Hall and J. O. Biddle. . . . A. C. Baswell is the new manager, Rex, Bay Minetta, Ala.



Seen at the recent 20th-Fox's "The Big Show" screenings in several east coast cities were, left to right, at BOSTON: John Glazer, Paramount Theatre; Al Levy, 20th-Fox northeast district manager; George Kurzan and Bill Kurzan, New England circuit owners; Larry Herman, Snider Theatres; and Weldon Waters, 20th-Fox Boston branch manager; NEW HAVEN: Tom Grace, manager, Eastwood, East Hartford, Conn.; Mort Katz, buyer and booker, Connecticut Theatres Corporation; Al Levy, 20th-Fox district man-

ager, northeast district; Sperrie Perokas, district manager, Perokas Theatres; John Di Amato, manager, Palace, New Britain, Conn.; Vincent Capuano, manager, Elm, Elmwood; Livio Dotter, manager, Plainville Drive-In, Plainville; PHILADELPHIA: Mrs. Armand Loeb, vice-president, Philadelphia Women's Motion Picture Preview Group; Sam Diamond, 20th-Fox Philadelphia branch manager; Mrs. Arthur Goldsmith, president of the group; and William Moclair, managing director, Fox Theatre, Philadelphia.

# WITCHERY de luxe



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342 Madison Avenue  
New York 17, N. Y.

*Midwest Division*  
130 E. Randolph Drive  
Chicago 1, Illinois

*West Coast Division*  
6706 Santa Monica Blvd.  
Hollywood 38, Calif.

**Boston**

Contracts have been signed at Capitol Theatre Supply for all RCA equipment and an RCA screen for the Wellfleet, Mass., Drive-In, now under construction. Supervising the installation is Charlie Fish, chief engineer. . . . At Massachusetts Theatre Equipment, contracts have been signed for all Century equipment, Century sound and Eprad speakers for the Ponta Delgada Drive-In, Fall River, Mass., and the Cranston, R. I., Drive-In, both under construction. . . . Republic Pictures moved from 40 Piedmont Street to new offices in the Metropolitan Theatre Building, 260 Tremont Street, Suite 703. The staff, headed by branch manager John Downing, now is doing business from the new address with the same telephone number. Prints are being handled by Film Exchange Transfer Company. . . . Mel Saffner, Rhode Island exhibitor, was handing out cigars in honor of the birth of his first child, a son. . . . Karl Fasick, Loew's Boston Theatres publicist, was elected to the board of directors, University Lutheran Church, Cambridge, Mass. . . . Sympathy was extended to Catherine Ahern, secretary, Rank Film Distributors, and to Eleanor Ahern, secretary, Columbia, on the death of their mother. . . . Walter Colby has taken over the operation of the Fairmount, Hyde Park, and the

**New UA Exchange Opens In Charlotte**

**CHARLOTTE**—The new and modern United Artists exchange at 325 West Third Street was slated to open last week, according to branch manager Hal Keeter, who stated that several of the company's top executives from New York would be here for the event. The new quarters are located in a building formerly used by Carolina Delivery Service as a shipping depot.

Keeter said that the building contains about 4,000 square feet of space and provides one of the most modern film exchange facilities in the south.

Egleston, Roxbury, both formerly handled by Ray Feeley. Feeley now has the Milton Art, Milton, the Lexington, Lexington, and the Weymouth, Weymouth.

Letters have gone out to branch managers of the various film exchanges from Norman Zalkind and Hyman Lapes, Fall River, advising them that the Ponta Delgada Drive-In, Tiverton, R. I., will be open for business on June 15. With Zalkind as general manager, Joseph G. Cohen is handling the buying and booking. Richard Rubin is the designer and engineer. . . . Closings reported are the Met, Lisbon Falls, Maine; Milo, Milo, Maine;

Playhouse, Kezar Falls, Maine; and the Liberty, Providence, and Hollywood, East Providence, R. I. . . . Louis Score, owner, Randolph, Randolph, Maine, was a patient at Gardiner, Maine, General Hospital, suffering from a heart ailment.

**Buffalo**

Benny Palumbo, assistant manager, Niagara, has passed his bar examination and entered the practice of law. He is staying on in the AB-PT house. . . . George H. Mackenna, general manager, Basil's Lafayette, has been elected chairman, Buffalo USO committee. Edward Miller, manager, Paramount, is treasurer. . . . Paramount eastern division manager Hugh Owen and district manager John Moore were in to confer with branch manager Hugh McGuire and staff. . . . Charles B. Kosco, 20th-Fox branch manager, welcomed a capacity audience to the special screening of "The Big Show" in the Buffalo. . . . "Around The World In 80 Days" was slated to open May 29 in the new Shoppingtown unit of the Kallet circuit, DeWitt, N. Y., according to an announcement by manager Sam Mitchell. . . . The Fred Astaire Dance Studio staff entertained Variety Club members in the Delaware Avenue Clubrooms.

**Charlotte**

Harry Buchanan, Hendersonville, N. C., representing theatre owners, appeared before the House committee on manufacturers and labor of the state Legislature again to request that theatres be exempted from a bill already passed by the Senate which would establish a 75-cent minimum hourly wage in the state. . . . W. G. Enloe, Raleigh, N. C., theatre manager, was reelected to the City Council there in a recent municipal election.

**Chicago**

Howard J. Beck, Mercury owner, reported negotiations were proceeding for the sale of the house to B and K. . . . Herb Frank was named manager, Rhodes. . . . Burt Koseman joined the Filmack staff. . . . Mike Kassel, pioneer salesman, joined the Teitel Film Company. . . . Condolences were extended Eddie Seguin, B and K press chief, on the death of his father. . . . Aaron Steing, 52, theatre attorney, died. . . . Leo Bennis moved to Freeport, Ill., to handle advertising and promotion for the three Bennis theatres. . . . The Plains, Plainfield, Ill., was reopened under the management of Gavin Pintney. . . . Peter F. McKeone, owner, Moonlight Drive-In, Hammond, Ind., died.

Foreign films, which have had quite an important role in those reviewed by the Chicago Police Censor Board, numbered 15 in the 71 reviewed in April. Total footage was 462,000. Sixteen cuts were made, but there were no rejections. . . . Three were labeled for adults, one domestic, one French, and one Greek. . . . Movie attendance was not quite up to par in April, it was revealed by the city tax collections of \$90,733, against \$95,436 for that month a year ago. Total amusement attendance was also less, amounting to \$156,909, against \$161,452 a year ago.

**Cincinnati**

T. O. McCleaster, 20th-Fox district manager, and Sol Gordon, exploitation department, were in for "The Big Show"

# The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (MAY 22)

- Registering grosses in the highest brackets.
- Just fair, nothing out of the ordinary, average.
- Good, although not breaking down the walls.
- Disappointing, below what was expected.

BOY ON A DOLPHIN (20th-Fox)		THE BRAVE ONE (RKO-U-I)	
FUNNY FACE (Paramount)		THE SPIRIT OF ST. LOUIS (Warners)	
12 ANGRY MEN (UA)		UNTAMED YOUTH (Warners)	
TARZAN AND THE LOST SAFARI (MGM)		TEN THOUSAND BEDROOMS (MGM)	
THE BUSTER KEATON STORY (Paramount)		HEAVEN KNOWS, MR. ALLISON (20th-Fox)	
THE STRANGE ONE (Columbia)		THE RAINMAKER (Paramount)	
THE BACHELOR PARTY (UA)		THE TATTERED DRESS (U-I)	

## 20th-Fox's Schmertz Plans Retirement

CLEVELAND—I. J. Schmertz, 20th-Fox branch manager, announced that he will retire on Aug. 1. He has been with 20th-Fox and the previous Fox companies for 52 years, for 29 years branch manager here. This is longer than any branch manager in the country has been with one company and in one location. His departure is expected to leave a vacuum hard to fill because of his intimate knowledge of every situation in the territory and for his reputation for fairness. Two years ago, to celebrate his 50th anniversary with the company, 20th-Fox and exhibitors and friends throughout the country gathered 400 strong to hold a testimonial banquet in honor of Schmertz.

At the age of 13, Schmertz joined William Fox, then an independent distributor operating in Greater New York, as office boy. As the business grew, Schmertz was made manager of the New York office of the company, called the Greater New York Film Rental Company.

With greater business growth, Schmertz was assigned to open offices in Buffalo and Syracuse, and later in Cleveland and Cincinnati. When William Fox switched from distribution to production in 1920, with formation of Boxoffice Attractions, he named Schmertz home office manager. When this company gave way to the Fox Film Company, in 1922, Schmertz opened and for five years managed the office in Albany. The Cleveland office was opened in 1927, when Schmertz took over here.

in the Albee, viewed by scores of area exhibitors, many of whom had not been in for several years. . . . Hundreds of local civic and business leaders and television and radio personnel sold a special issue of the Times-Star on Old Newsboys' Day to raise funds for the Variety Club's Opportunity Workshop for the Mentally Handicapped at Goodwill Industries. . . . Previews of MGM's "This Could Be The Night" in the Albee and U-I's "Tammy And The Bachelor" in the Keith drew capacity audiences. . . . Variety Club's "The Heart Of Show Business" was screened in the Albee. . . . Midwest Theatre Supply is furnishing equipment for a new drive-in at Richmond, Ky., Mose Reda and Joseph Bellanti, owners. . . . Bert Heuckle is closing the Westmore, Huntington, W. Va. . . . Florence Schumaker, retiring after 35 years at U-I, was honor guest at a cocktail party of office personnel.

Watch for them!

**NEXT!**

**Indianapolis Territory**

Issue of May 29

**Omaha Territory**

Issue of June 5

Save them!

COLUMBUS, O., NEWS—A one-day strike of Operators' Local 386 against the World was settled after a conference between Charles Sugarman, World manager; Robert Shamansky, World attorney; and Ned Welch, union business representative. Details of the settlement were not

announced. The dispute arose over the number of projectionists for the showing of "The Ten Commandments." . . . Malco Theatres, Tennessee affiliate of Paramount plan to use "mostly films" on its proposed new UHF television station in Columbus.

## Film Exchange and Dealer Listing for the CHARLOTTE FILM TERRITORY

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### • Film Distributors

#### ALLIED ARTISTS, 225 W. Fourth St.—EDison 3-9261

Br. Mgr.: W. G. Carmichel. Sales: J. E. McLeroy, Sam Sanders. Bookers: Johnnie Johnson, James Holcomb. Cashier: Mack Wess. Emerg. Phone: FRanklin 7-2431.

#### AMERICAN ASTOR, 215 W. Fourth St.—FRanklin 5-5512, EDison 3-4459

Pres. and Mgr.: R. F. Pinson. Office Mgr.: T. Melvin Cook. Sales: Walter Pinson, Bill Henderson. Booker: Robert C. Pinson. Cashiers: L. Little, Kathryn Cook. Emerg. Phone: Pinson, EDison 2-1736.

#### BUENA VISTA (Disney), 222 S. Church—EDison 3-8491

Br. Mar.: H. L. Robinson, Jr. Cashier: Pegny Rogers. Emerg. Phone: FRanklin 5-1976.

#### COLUMBIA, 226 S. Church St.—EDison 2-2156

Br. Bgr.: R. D. Williamson. Office Mgr.: Carl Patterson. Sales: Jim DeBerry, Charles J. Leonard, J. D. Murphy. Bookers: Virginia Porter, David Phillips, T. White. Cashier: Betty Kerr. Emerg. Phone: EDison 2-5615.

#### DOMINANT, 217 W. Fourth St.—EDison 4-1391

Br. Mgr.: Harry Kerr. Sales: W. G. Driver. Booker: John T. Waters. Emerg. Phone: TR 5-6826.

#### HOWCO, 300 West Third St.—EDison 4-6426

Br. Mgr.: Scott Lett. Office Mgr.: Verdah Looper. Sales: Jimmy James, John Sellers. Booker: Irene Monahan. Cashier: Ann Underwood. Emerg. Phone: Looper, EDison 4-6675.

#### KAY, 225 S. Church St.—FRanklin 5-5771

Br. Mar.: J. W. Bishop. Sales: E. B. Simpson. Emerg. Phone: FRanklin 5-7975.

#### METRO-GOLDWYN-MAYER, 301 S. Church St.—EDison 2-5147

Br. Mgr.: Richard L. Huffman. Office Mgr.: Frank Savage, Jr. Sales: C. L. Autry, Amos Boyette, Hugh McDonald. Bookers: Dot Mitchell, Walter Thomas, Bobby Lynch, Harry Carver. Cashier: Blanche Carr. Emerg. Phone: FRanklin 6-0861.

#### PARAMOUNT, 305 S. Church St.—EDison 2-5101

Br. Mar.: Lawrence D. Terrill. Sales: B. A. Slaughter, Jr., Joe Cutrell, L. R. Hames, A. L. Stout. Bookers: Jake Neil, Yates Pryor. Cashier: Mildred Hoover. Emerg. Phone: EDison 2-5644.

#### REPUBLIC, 227 W. Fourth St.—EDison 3-5138

Br. Mgr.: J. H. "Cy" Dillon. Office Mgr.: L. A. Ireland. Sales: Bob Finlayson. Booker: Billie Harris. Emerg. Phone: FRanklin 5-9119.

#### 20TH CENTURY-FOX, 308 S. Church St.—EDison 2-7101

Br. Mgr.: J. E. Holston. Office Mgr.: J. O. Mock. Sales: G. E. Ebersole, G. M. Martin, S. Y. Cloninger. Bookers: Jack Webb, Jim Coney, R. K. Smith. Cashier: Mildred Warren. Emerg. Phone: EDison 3-2090.

#### UNITED ARTISTS, 231 S. Church St.—EDison 2-5109

Br. Mgr.: Harold Keeter. Office Mgr.: Jack King. Sales: Charlie Hunsuck, R. M. Boovy, R. W. McClure. Bookers: Gene Gregory, Carol Hargett. Cashier: Josephine Donnelly. Emerg. Phone: FRanklin 5-3843.

#### UNIVERSAL-INTERNATIONAL, 313 S. Church St.—EDison 2-3159, EDison 2-8047

Br. Mgr.: J. W. Greenleaf. Office Mgr.: Willard Ayers. Sales: W. A. McClure, J. L. Williamson, George A. Royster, John H. Griffith. Bookers: Robert M. Boovy, Jr., W. S. Briggs, Austin Roberson, Jr., Jimmy Dinkins, Jack Sims. Cashier: Hazel Miller. Emerg. Phone: FRanklin 7-6626.

#### WARNER BROS., 311 S. Church St.—FRanklin 6-5611

Br. Mgr.: J. W. Kirby. Office Mgr.: Robert E. Heffner. Sales: Arthur Sklar, M. B. McAfee, W. R. Holder, D. E. Roper. Bookers: A. W. Bell, Kirkland Broom, Kenneth Hall, Frank Jernigan. Cashier: Thelma Culp. Emerg. Phone: EDison 3-1311.

### • Supply Dealers

#### CHARLOTTE THEATRE SUPPLY, 227 S. Church St.—EDison 3-9369

Emerg. Phone: FRanklin 5-6578.

#### DIXIE THEATRE SUPPLY CO., 213 W. Third St.—EDison 2-4343

#### HARRIS THEATRE SALES, 315 S. Church St.—FRanklin 5-0111

Emerg. Phone: EDison 4-5915.

#### INDEPENDENT THEATRE SUPPLY CO., 216 W. Fourth St.—EDison 2-5050

Emerg. Phone: FRanklin 5-2015.

#### NATIONAL THEATRE SUPPLY, 304 S. Church St.—EDison 2-7753

Emerg. Phone: EMerson 6-0020.

#### SOUTHEASTERN THEATRE EQUIPMENT, 209 S. Poplar St.—EDison 4-3093

Emerg. Phone: EDison 4-1804.

#### STANDARD THEATRE SUPPLY CO., 219 S. Church St.—FRanklin 5-6008

#### THEATRE EQUIP. CO., 1220 E. Seventh St.—FRanklin 5-8481

#### WIL-KIN THEATRE SUPPLY, INC., 229 S. Church St.—EDison 3-6101

### • Screen Trailers

#### NATIONAL SCREEN SERVICE, 300 W. Third St.—EDison 3-6628

Br. Mgr.: R. M. Simril. Office Mgr.: R. N. Young. Sales: Charles Grenory, Morris Starr. Bookers: Mildred McGee, Mary Geel, Emily Lowe. Head Shipper: C. M. Simril. Emerg. Phone: EDison 4-6712.

### • Signs, Advertising and Printing

#### BENTON CARD CO., Benson, N. C.—3071

#### CHARLOTTE POSTER EXCHANGE, 327 S. Church St.—EDison 4-3321

#### CHARLOTTE THEATRICAL PRINTING, 223 W. Second St.—EDison 4-7832

#### NATIONAL SCREEN SERVICE, 300 West Third St.—EDison 3-6628

### • Film Delivery Services

#### CAROLINA DELIVERY SERVICE, 1336 S. Graham St.—EDison 3-5196

#### OBSERVER TRANSPORTATION CO., 600 South Tryon St.—EDison 4-1651

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## Cleveland

Twentieth-Fox's "The Big Show" was a great success. . . . Loew's Ohio will present "Around The World In 80 Days," commencing June 12. The current record 29-week run of "The Ten Commandments" in the Ohio will come to an end June 5. The house will be dark for a week to permit technicians to install the necessary Todd-AO equipment. . . . Vince Aldert, manager, Avon, suburban Avon Lake, leased the theatre to the Avon High School for a special midnight show to follow the prom which followed the graduation exercises. . . . Funeral services were held in Akron, O., for Joe Murdock, manager, Warners' Ohio, Mansfield, O., who died after an illness of three weeks. . . . Arthur Diannaballe bought from M. H. Fritchle, Oliver Theatre Supply Company, CinemaScope equipment, wide screens, and RCA speakers for the Family and Sunset Drive-Ins, Steubenville, O., which he recently acquired from the A. G. Constant estate. . . . Michael Koury, owner, Grove and Lorain, Lorain, O., leased the houses to Ajax Negros.

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## Telemovie Franchise Sought By Dallas Firm

DALLAS—The Suburban Highland Park Town Council took under advisement an application for a franchise for the operation of a closed-circuit television system by the A. H. Belo Corporation.

Representatives of Belo, publishers of the Dallas News and owners of WFAA and WFAA-TV here, appeared before the Council to explain the application. James H. Moroney, Belo senior vice-president, and Alex Keese, director of WFAA and WFAA-TV, told Council members the plan for closed circuit television was not operational yet. "But," Moroney explained, "we want to be in the forefront when it comes."

## Dallas

Bill Crump is the new office manager, Warners, replacing the late Robert Helms. . . . Howard W. Baskin, 48, veteran booker, died here following a long illness. He had been employed by the Interstate Circuit for the past 14 years. . . . Mable Guinan, Exhibitor Pictures, has been elected WOMPI president. Other officers elected include Blanche Boyle, Frontier Theatres, first vice-president; Rosa Browning, Allied Artists, second vice-president; Mildred Freeman, Rowley United Theatres, treasurer; Thelma Bailey, Allied Artists, corresponding secretary; and Wilma Mitchell, Liberty Film Lines, recording secretary. Virginia Elliott, National Screen Service; Minna Mai Steverson, Warners; and Beth Hull, Universal, were the three new directors named. Rosa Browning was named delegate to the national convention in Memphis in October. The officers will be formally installed at the monthly luncheon at the White Plaza Hotel on June 27.

## Denver

John Bertolero, 63, vice-president and a director, Black Hills Amusement Company, died at his California home, where he had been spending the winter. Formerly general manager of the circuit, he was a representative and later a senator in the South Dakota legislature, and lived in Rapid City, S. D. . . . Sandy Biella, former owner, Rex, Louisville, Colo., died at his home there. . . . Cooper Foundation Theatres has opened the new Colorado, Greeley, Colo. . . . Toni Medley, booker, McGee Film Merchandising, and Robert Ford will be married in June. . . . Chapter 10, WOMPI, is sponsoring a blood bank for the benefit of Film Row personnel. . . . Lou Astor, Columbia circuit sales manager, and Wayne Ball, division manager, were in conferring with Robert Hill, branch manager.

## Houston

John Rickert, auditor, Universal, returned to New York. He had been at the local exchange since its opening. . . . Jimmy Burton is the new booker, 20th-Fox. He comes here from Memphis, where he was associated with Paramount. . . . The Boy Scouts sponsored a show at the Hi-Nabor Drive-In, according to Albert Raines, general manager, with the troop receiving all net proceeds. . . . Dick Condon, United Artists, was in on behalf of

## Widow Sues Bank For Crescent Control

NASHVILLE, TENN.—A legal fight over the control of property and assets of the Crescent Amusement Company, a circuit of 67 theatres, loomed with the filing by Mrs. Nettie E. Sudekum, widow of the late Tony Sudekum, founder of Crescent, of a suit in Chancery Court against the First American National Bank, asking revocation of a trust agreement under which 2,514 shares of Crescent are owned by her on the basis of the administration by the bank.

The complaint states that, as a result of this agreement, two directors of the bank, Howell H. Campbell and G. Frank Cole, Jr., are serving as directors of Crescent and that they, with two other directors of the bank representing other Crescent stockholders, have a "four out of seven control" of the Crescent board.

Mrs. Sudekum, in her plea, asserts that the bank has been using its Crescent stock control advantage in handling property and assets to its advantage, particularly in the matter of constructing for Crescent buildings to be used as branch headquarters for the bank. The bank, through its attorneys, has categorically denied all the charges.

the "The Pride And The Passion," which is scheduled to open here July 4. . . . Ruby Gipson, operator, Navaway, was hostess to the biweekly meeting of the Houston Independent Theatre Association at the Variety Club. Gladys Horwitz, Horwitz Theatres, will be hostess for the next meeting.

## Jacksonville

R. John Hugh, president, Empire Studios, Orlando, Fla., announced that the producing firm's next feature, "Banana Boat," will be filmed this summer at locations in the state and the Caribbean area. . . . WOMPI will hold its annual boss-secretry banquet at the Town House on May 24, announced Fran Pierson, WOMPI publicist. . . . Former projectionist Gordon Russell is now devoting full time to the production of industrial and TV films. . . . Ed Linder began a new series of merchant-sponsored Saturday morning matinees at the Town and Country. . . . Bob Pollard, Republic salesman, Tampa, Fla., was here to call at circuit booking offices. . . . H. S. Stewart announced that a generator fire kept the Southside Drive-In screen blacked out for two nights. . . . Van Myers, Wometco Theatres executive, Miami, and Roy Smith, theatre supplier, returned from the National Association of Concessionaires convention in Chicago.

## Minneapolis

Mike Cooper sold his Forx, Grand Forks, N. D., to E. R. Ruben's Welworth circuit, Minneapolis. Cooper will retire to California. . . . George Jenkins, Elk River, Minn., leased his Spring, Cold Spring, Minn., to Gene A. Johnson, Dassel, Minn., and Virgil Amundson, Denano, Minn. . . . The new municipal auditorium, Hector, Minn., is being equipped as a theatre by Larry Weisner, who formerly operated the house at Cannon Falls, Minn. . . . Businessmen at Herreid, S. D.,

## SW Honors Costa On His Retirement

NEWARK, N. J.—A Farewell luncheon for Frank Costa, retiring manager, Warner, Ridgewood, N. J., after 28 years of service, was held last week at the Chimes Restaurant, Paramus, N. J., with all his business associates from Stanley Warner attending.

Costa, who opened the Warner when it was built in 1932 and who has been manager of the house since that date, served the longest continuous period for the circuit at the helm of a single theatre.

Among the executives at the luncheon from the Newark zone home office were Charles A. Smakwitz, Harold Videnhorn, Bernard Silverman, Louis Dennis, Arnold Michelson, John McKenna, William Clark, Charles Piltz, John Damis, Anthony Williams, Edgar Goth, and George Isenberg.

Managers present were Otto Schoepe, John Stanek, Edward Molteni, George Birkner, George Kemp, Diane Gordon, Henry Garofalo, Jules Daniels, and Jack Barrett.

are sponsoring the construction of a new theatre. . . . Timberlane Drive-In, Bemidji, Minn., installed new, larger screen towers and CinemaScope. . . . Midway Drive-In, Fosston, Minn., converted from a blaster-type operation to in-car speakers and enlarged its screen towers for CinemaScope. . . . Star Drive-In, Mahanomen, Minn., installed a new large screen tower and CinemaScope. . . . Cokato, Cokato, Minn., installed CinemaScope equipment, as has the Hayward Drive-In.

### New Orleans

John Elzey, owner and operator, King, New Roads, La., gave as his reason for the immediate closing of the Alamo there, which he had just leased from owner L. J. Langlois, that the transaction will give him a better run for the King. . . . Local WOMPI president-elect Marie Berglund has been named co-chairman, national nominating committee. Delegates to the forthcoming annual convention in Memphis are Mrs. Berglund and retiring president Ruth Toubman; alternates are Ida Kloss and Judith Hanmer. . . . Fred Armington is the new MGM office manager, transferred from Des Moines to replace H. A. Arata, promoted to salesman. . . . Stanley Graham acquired ownership, U-Drive-In, Bayou LaBatre, Ala. . . . Gracie Wilson, who recently acquired the Elizabeth, Elizabeth, La., from T. Miller, has renamed the house the Pines. . . . A. C. Baswell is managing the McLendon circuit's Rex, Bay Minette, Ala.

### New York

Mr. and Mrs. Charles Einfeld announced the engagement of their daughter, Linda, to John Butler Hirsch, who is in his final year at Yale law school. . . . Martin Levine, executive, Brandt Theatres, and past president, New York's Cinema Lodge of B'nai B'rith, has been appointed chairman of the committee of the sixth annual film industry golf tournament being sponsored by the Lodge at Vernon Hills Country Club, Tuckahoe, N. Y., on June 13. . . . Funeral services were held at Midwood Memorial Chapel, Brooklyn, N. Y., on May 15 for Al Naroff, 46, west coast manager, Trans-Lux Tele-



The Philadelphia Motion Picture Preview Group recently honored Samuel Diamond, 20th-Fox branch manager, and Arthur DeBra, MPAA community relations director, at their annual luncheon meeting. Seen, left to right, are Alex Harrison, 20th-Fox general sales manager; Diamond, DeBra, and Mrs. Arthur Goldsmith, president of the group.

vision Corporation, who died suddenly while on a business trip in Santa Barbara, Cal. He had been associated with Brandt Theatres prior to joining Trans-Lux. . . . The Metropolis, 142nd Street and Third Avenue, Brnx, which had served for the past 30 years as a scenic studio and warehouse for Loew's Theatres, has been leased to American Studios, Inc., a new scenic construction firm. . . . Continental Distributing, Inc., has moved to new, larger quarters in General Motors Building, 251 W. 57th Street.

### Philadelphia

Bill Goldenberg, about 83, who was an assistant to the late Jules Mastbaum back in the Stanley Company of America days,

died last fortnight. . . . Recent screenings at Variety Club were United Artists' "The Ride Back" and 20th Century-Fox's "The Way To The Gold." . . . U-I branch manager Edward Heiber was in University Hospital for a check-up. . . . The Clyde Beatty Circus announced it would play on Sunday. . . . "Talent Contests," good old amateur nights, have started in several SW nabe spots. . . . Stanley Goldberg, NSS branch manager, is still whispering; but otherwise is okay after that throat operation. . . . Matthew J. Molitch will marry Barbara Hope, daughter of Dr. and Mrs. Milton O. Schlossberg, in Atlantic City, N. J., on June 9. He will join Highway Express in an executive capacity. They are both graduates of N. Y. U. . . . That talented daughter of Eli M. Orowitz (Emo) is now known as Victoria King. She appears in the new Elvis Presley film and has been signed for a part in Jerry Lewis' next opus.

### Pittsburgh

Marilyn Kreisler resigned from Moore Theater Service. Her replacement is Toni Daniel. . . . The Iris, Cochranon, Pa., closed. . . . Co-op office released Catherine Predmore, a veteran of Film Row, and took on Joe L. Golden, former RKO salesman. . . . All Manos theatres will go dark for two weeks, starting May 29, for a vacation period. . . . Joseph Palmieri has sold the Vogue to Mrs. Mary Fry and husband. . . . Andy Biordi, Ellwood City, Pa., exhibitor has now a state job in the sales tax division. . . . Joe Bresnahan, who managed Smith Management's ABC Drive-In, Baden, Pa., is now manager, Meadows Drive-In, Hartford, Conn. . . . J. E. Watson, until recently with MGM, became a

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## Empire's Newest Film Bows In Tallahassee

TALLAHASSEE, FLA.—State Senator Irlo Bronson and Representative J. J. Griffin, Jr., last fortnight were co-hosts at a special Florida preview showing of Empire Studios' "Naked In The Sun" in the Ritz. The Osceola County legislators extended invitations to Governor LeRoy Collins, his staff, state Senators and Representatives, state department heads, representatives of the Florida Chamber of Commerce, the Tallahassee Chamber of Commerce, Leon County officials, Tallahassee city officials, and members of the State Press Bureau. Cocktails were served at the Floridan Hotel immediately following the preview.

"Naked In The Sun" is an epic story of Osceola, warrior chief of the Seminole Indian Tribes, produced by R. John Hugh in Eastman Color and filmed in the Florida Seminole country.

In the Chambers of the House of Representatives Hugh, also Empire president, was introduced to the legislators.

publicist for Paramount in the Pittsburgh, Cincinnati, and Cleveland territories, succeeding Ralph Buring, resigned.

## Portland

Exhibitors from throughout Oregon, attended 20th-Fox's "The Big Show" in the Fox. Charles Powers, Sr., branch manager, was host. . . . Dick Colbert attended a Universal-International sales conference in Seattle. . . . Work on the Roseway, damaged some months ago by fire, is progressing and plans call for a July reopening. Al Meyers is manager. . . . Police Department film viewers banned "The Little Hut" unless adver-

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tised for adults. . . . Ronald Webster, Parker accountant, assumes additional duties as private secretary to Mrs. J. J. Parker.

## St. Louis

Plans for the Sept. 9-10 annual meeting of Missouri-Illinois Theatre Owners in the Kingsway Hotel here were to be discussed by officers and directors at a meeting last week, according to president L. J. Williams. . . . The Colosseum of Motion Picture Salesmen slated a meeting for May 25 in the Paramount Screening Room under the chairmanship of president Bob Lightfoot. . . . Mrs. John H. Farr, 75, widow of the old Elite operator, died. . . . Joan Currie, Columbia clerk, was married to Paul Rossmann. . . . Frisina's Southtown, Springfield, Ill., was to close for the summer. . . . The Warner, Salem, Ky., is dark again.



Pat Baane, right, in Philadelphia recently in connection with advance promotion on 20th-Fox's "Bernardine," bought the first tickets available for "Johnny Night" at Connie Mack Stadium, May 24, for benefit of Variety Club Tent 13's Camp for Handicapped Children from Johnny Shocker, the original "Johnny" of the tent.

## San Antonio

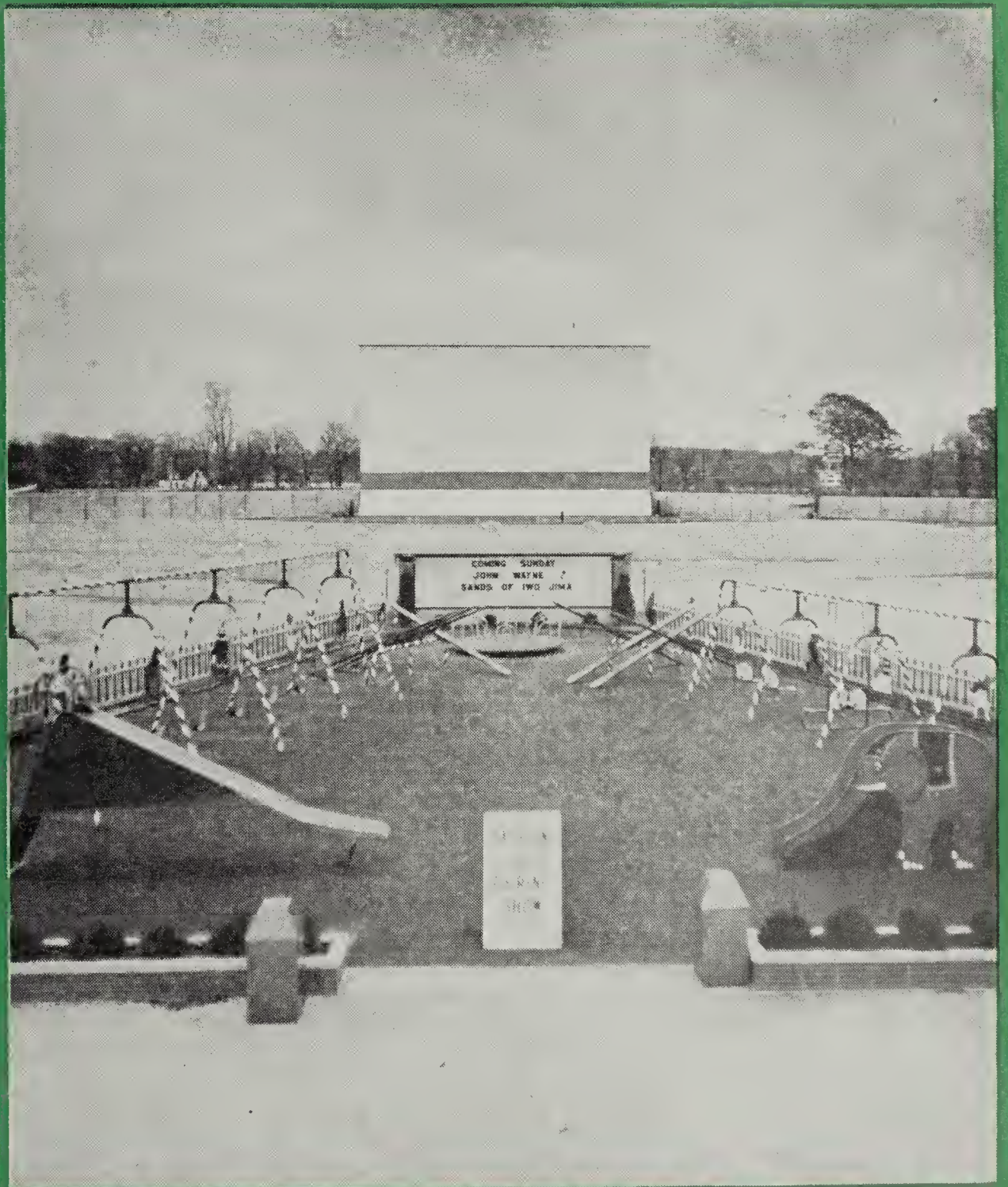
Lynn Krueger, manager, Majestic, received a \$1000 U. S. Savings Bond, the top prize awarded by United Artists for the best exploitation job on "Trapeze." . . . Alvin Kreuger is the new assistant manager and treasurer, Texas. . . . Services were held here for William James Lytle, 88, industry pioneer. He owned the first theatre on Alamo Plaza, the Wigwam, and later owned the Empire, Princess, and Royal, and also built the Texas. . . . The San Angelo City Commission established a 20-year franchise for use of the city streets and alleys for transmission of movies from theatres into homes by way of television. The franchise, not exclusive, was requested by Concho Theatres, Inc. It provides a gross receipts franchise fee of four per cent. . . . Noble Holt has purchased the Citrus, Axtex, and Juarez, Edinburg, Tex. . . . Randall Waldrip, manager, Crystal, Ralls, Tex., was chairman of a special committee sponsoring Americanism and Career Day held at the local schools. . . . W. R. Petty purchased the Princess, Whitesboro, Tex., from Mrs. G. E. Wooten.



As part of the publicity campaign staged recently upon the completion of Empire Studios' "Naked In The Sun" in Florida, some members of the Florida State University; Robert Osceola and family from Silver Springs, descendants of the Seminole War Chief Osceola; Representative J. J. Griffin, Jr.; and Senator Irla Bronson, Osceola County, are seen with Empire starlet Denna Lund and producer-director R. John Hugh and FSU members in the rotunda of the Florida State Capital. Film was made at Orlando, Fla.



# PHYSICAL THEATRE



This dramatic shot of the Miracle-equipped children's playground and the screen tower at the Lowell Drive-In, Lowell, Mass., emphasizes the increasing amount of attention and prominence being given by alert exhibitors to the installation of first class equipment to delight young patrons.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Haddock, Editor

12, No. 6

May 22, 1957

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## LAYING IT

# On The Line

## New... Bigger... And Better

Commencing with the issue of June 19, the PHYSICAL THEATRE DEPARTMENT will be consolidated with MOTION PICTURE EXHIBITOR'S other monthly supplement devoted to theatres and their operation, EXTRA PROFITS, which for many years has been a leader in the field of confection merchandising and equipment.

Because the rapidly expanding field of theatre food merchandising, once limited primarily to the confection stand, now embraces so many other facets and actually dictates, in some cases, the design of the physical theatre, the editors have reached the conclusion that the unification of the two departments will contribute substantially to the theatre operator's general picture of the industry, while giving him greater detail in a more handy reference form.

Nothing better exemplifies our point that theatre and concession operations are drawing closer and closer together than the tremendous boom in drive-in theatres. With the public taste in a constant state of flux and its attitude toward motion picture entertainment influenced by the amount of pleasure available in the theatre in addition to the feature film, drive-ins have been, since the close of the war 12 years ago, a phenomenal success because of their economy in providing pleasure for the entire family, the size of which has increased abruptly with the return of service men.

With the introduction of food and beverages, often on an elaborate scale, children's playgrounds, which we survey this week, and other physical units for entertainment and relaxation, drive-ins are leading the way in the rejuvenation of exhibition by making movie-going a family activity. The theatre has become a focal point for evening relaxation, the keynote of which is informality.

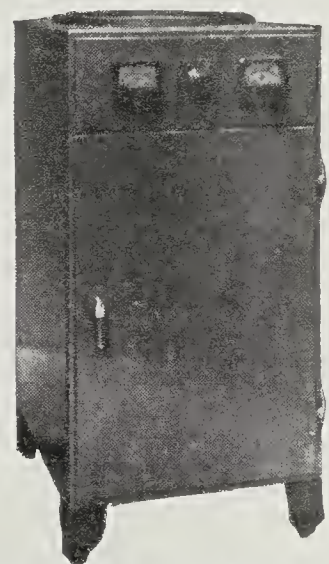
The inauguration of a new concept in theatregoing, an "all-weather" situation offering both outdoor and indoor viewing, recently gave conventional and drive-in exhibitors alike what may prove to be a startling glimpse into the future of their industry, and it behooves us all to note with care not only the innovations of such new theatres but to regard them with an analytical eye, and to be ready and willing to adapt any service, medium, idea, equipment, and the like which catches the public's fancy and gives one the opportunity to realize the profit inherent in theatre operation.

With this in mind, we believe the new, bigger, and better combined PHYSICAL THEATRE and EXTRA PROFITS will be a real and very valuable service to readers everywhere.

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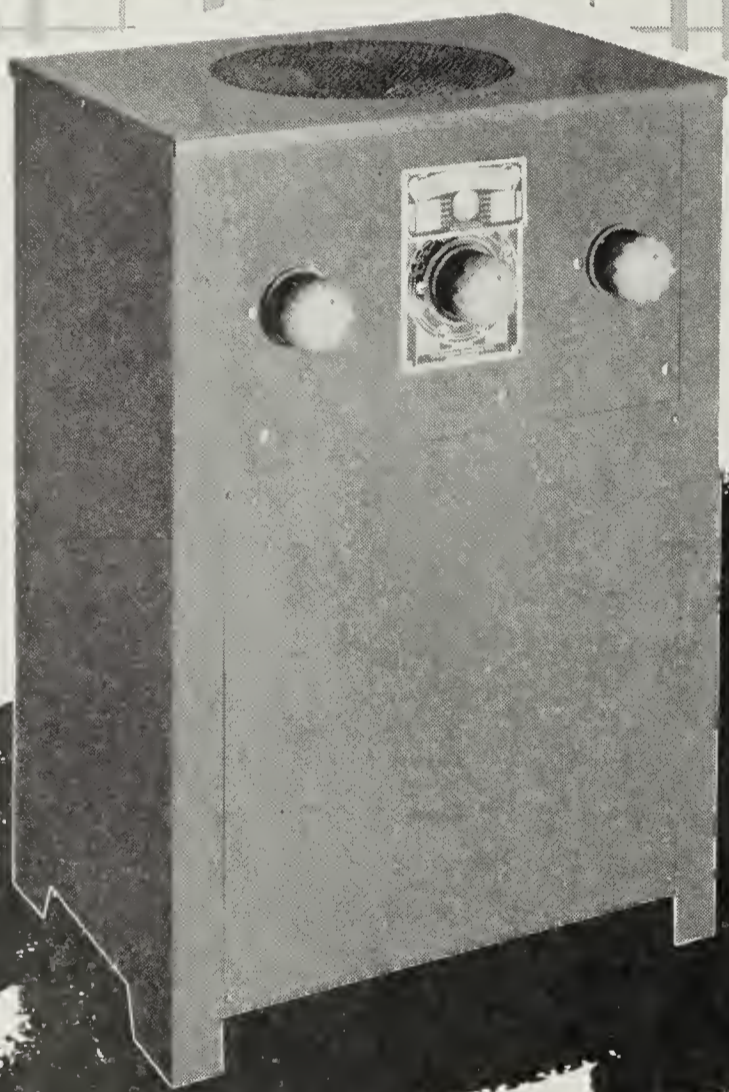
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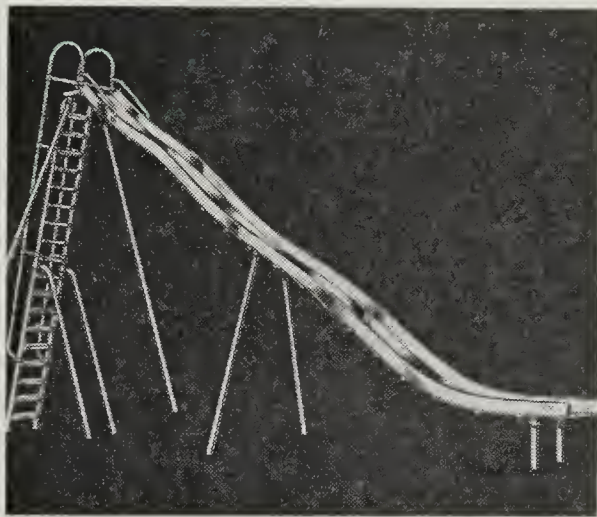
# PLAYGROUND SHOWMANSHIP

**T**HERE is probably no more persuasive creature on earth than the child who has seen something which appeals to his fancy and excites his interest and imagination, and rare is the parent who can long resist his arguments. This is a valuable human foible for the exhibitor, and the drive-in operator in particular, to keep in mind when planning his physical plant. One of the novel methods becoming more general every day in application is the drive-in kiddie playground, which can be equipped from a wide selection of installations from manufacturers who have showmanship in mind.

The noteworthy success in recent years of drive-in kiddielands is proof of the inherent salesmanship of children. The happy and contented smile of the youngster at the playground is reflected on the face of the theatre manager watching his boxoffice figures climb. Although playgrounds, except in their most elaborate manifestations, seldom appeal to adults, every night they are crowded to capacity for the obvious reason that the child, once he has experienced the thrills of an amusement park scaled down to his size, is transformed into a salesman who takes his job seriously and works hard in the knowledge that he will enjoy his pleasures again through persistence.

The advantages of the playground to the drive-in are manifold, but the most obvious, certainly, is that its addition permits the operator to offer juvenile recreation as well as adult, and parents will put up less sales resistance to the child's pleas when they can expect some pleasures themselves.

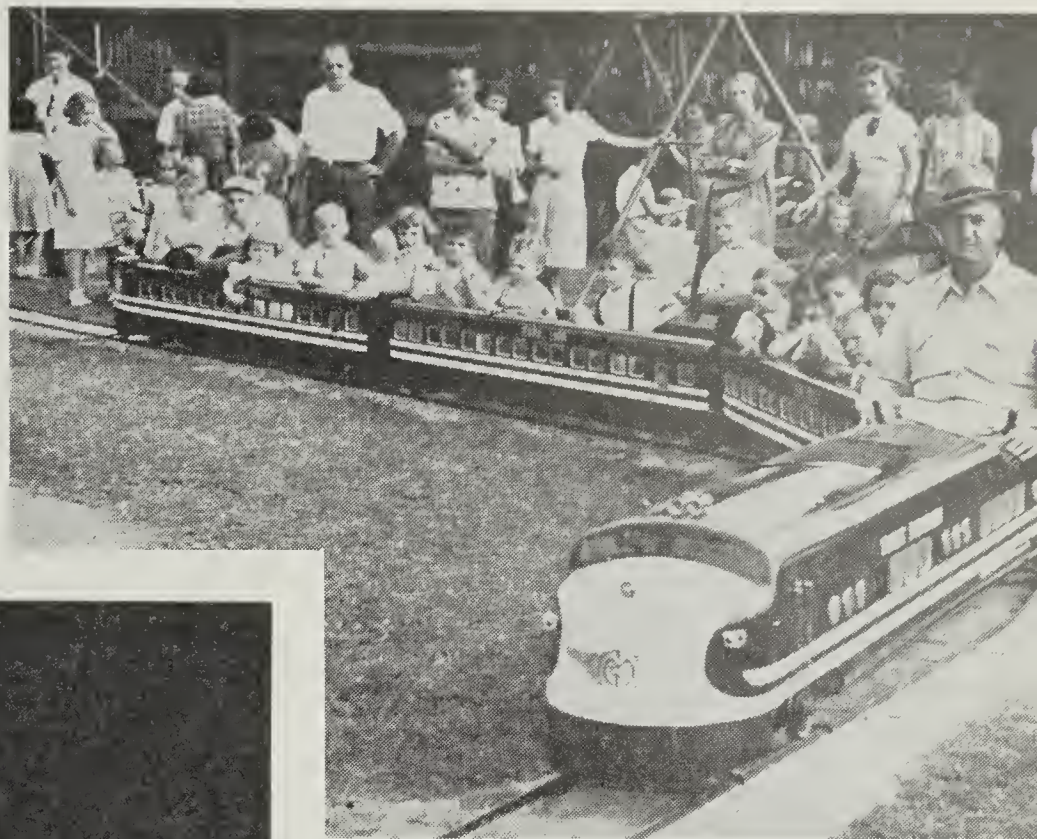
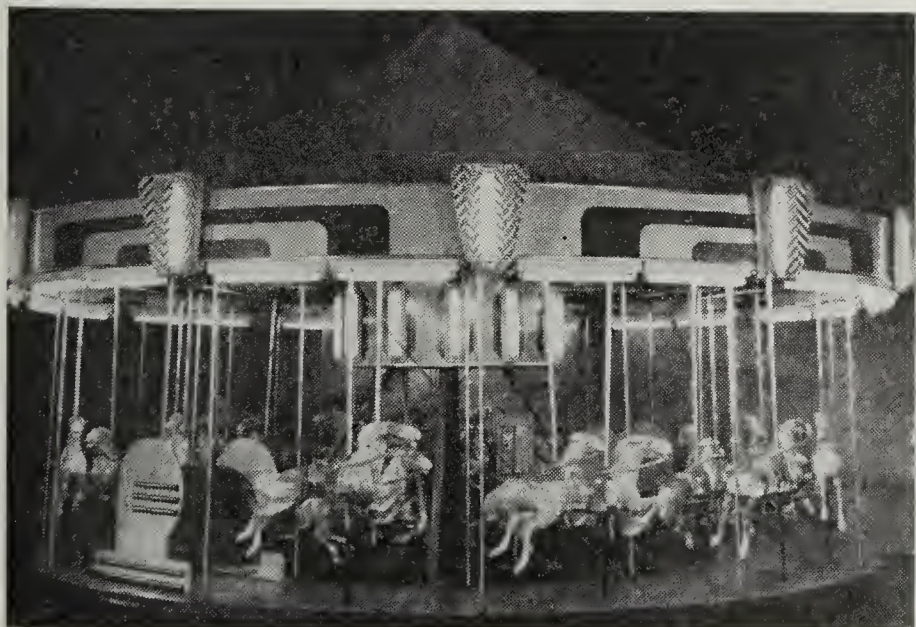
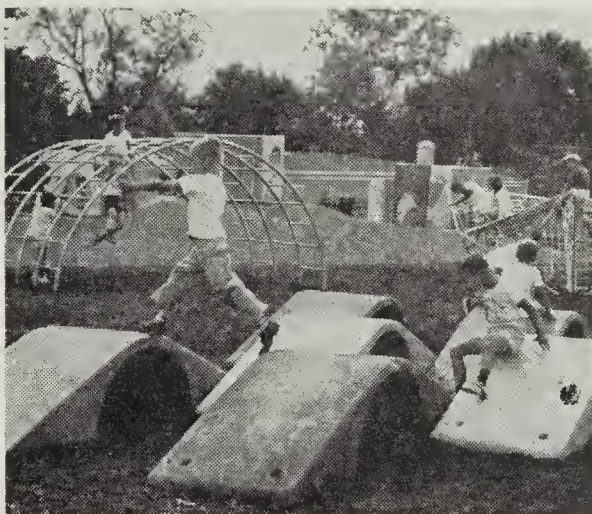
But, to put the child to work for you  
(Continued on page PT-16)



## PHYSICAL THEATRE

Vol. 12, No. 6

May 22, 1957



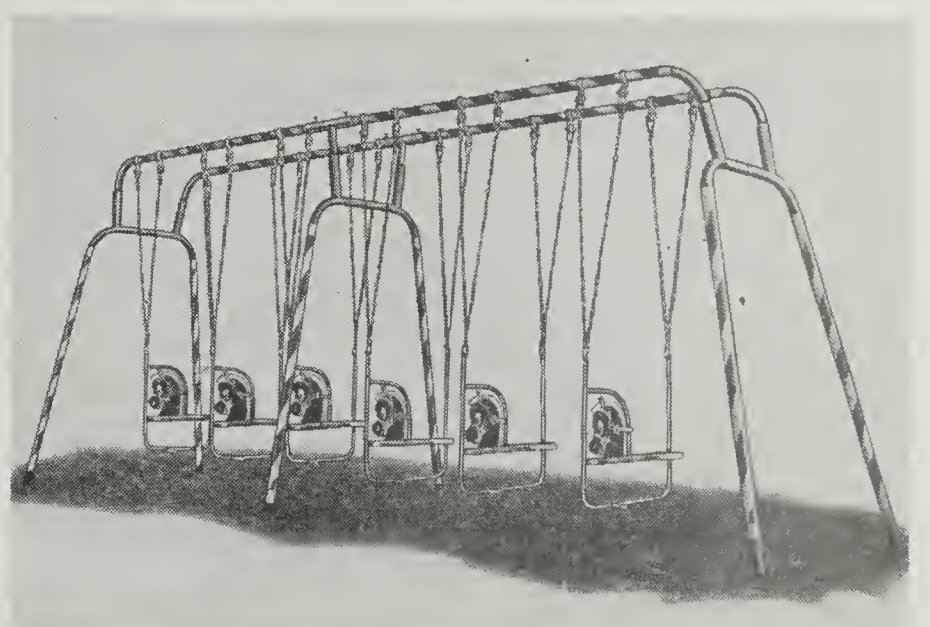
ABOVE, in action at the Winston-Salem Drive-In, Winston-Salem, N. C., is an Allan Herschell Company miniature train ride, a magnet for the kids' attention as a separate installation or a part of the increasingly-popular "Kiddieland."

LEFT, a sturdy slide is a basic unit in most drive-in playgrounds. This one, manufactured by American Playground Device Company, is handsome and safe, and can be maintained and supervised with minimum expense to the operator. Familiar equipment goes side-by-side with the new and novel in putting youngsters to work in selling movies.

LEFT, interesting, different, and healthfully-strenuous units like these are offered by Creative Playthings, Inc., play sculptures division.

LEFT, BELOW, Allan Herschell's merry-go-round has been used in many large scale "Kiddieland" layouts. The Redstone Circuit is a leading buyer.

BELOW, Miracle-Whirl's showman-like unit is an example of the appeal incorporated in its wide range of equipment, which includes merry-go-rounds.





## Prudential Circuit Unveils All-Weather Unit

When Associated Prudential Theatres opened the new All-Weather Drive-In at Copiague, Long Island, during the Easter holidays, the public had its first chance to inspect a completely new development in the expanding history of drive-ins.

The outdoor viewing area accommodates 2500 cars, while an indoor theatre at its center seats 1500, making it impossible for a performance to be rained out.

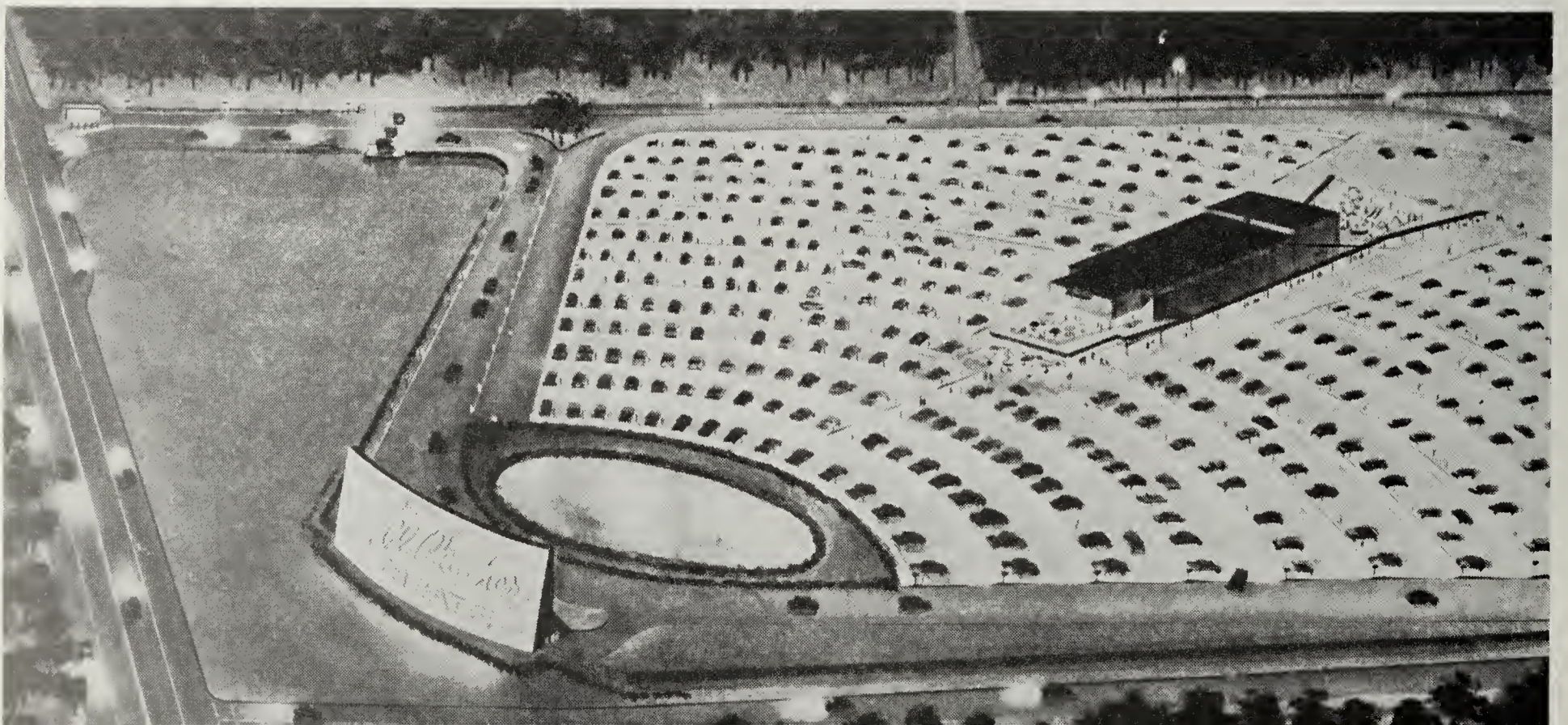
The million-dollar situation, occupying 28 acres of land, probably is the world's largest. In addition to its elaborately equipped playground, it boasts also a commissary and a completely equipped restaurant serving full course meals, a swimming pool and cabana area, an ice-skating rink, and shuffle board and horse-shoe pitching areas. The problem of transporting patrons from gate and cars to all areas has been solved with installation of Tally Ho trains.

Featuring the latest in equipment and the newest in design, the All-Weather is very likely the harbinger of things to come in the drive-in field.

ARCHITECTS JOHN AND DREW EBERSON, New York, designed the All-Weather Drive-In, seen below in an artist's sketch, for Prudential circuit.



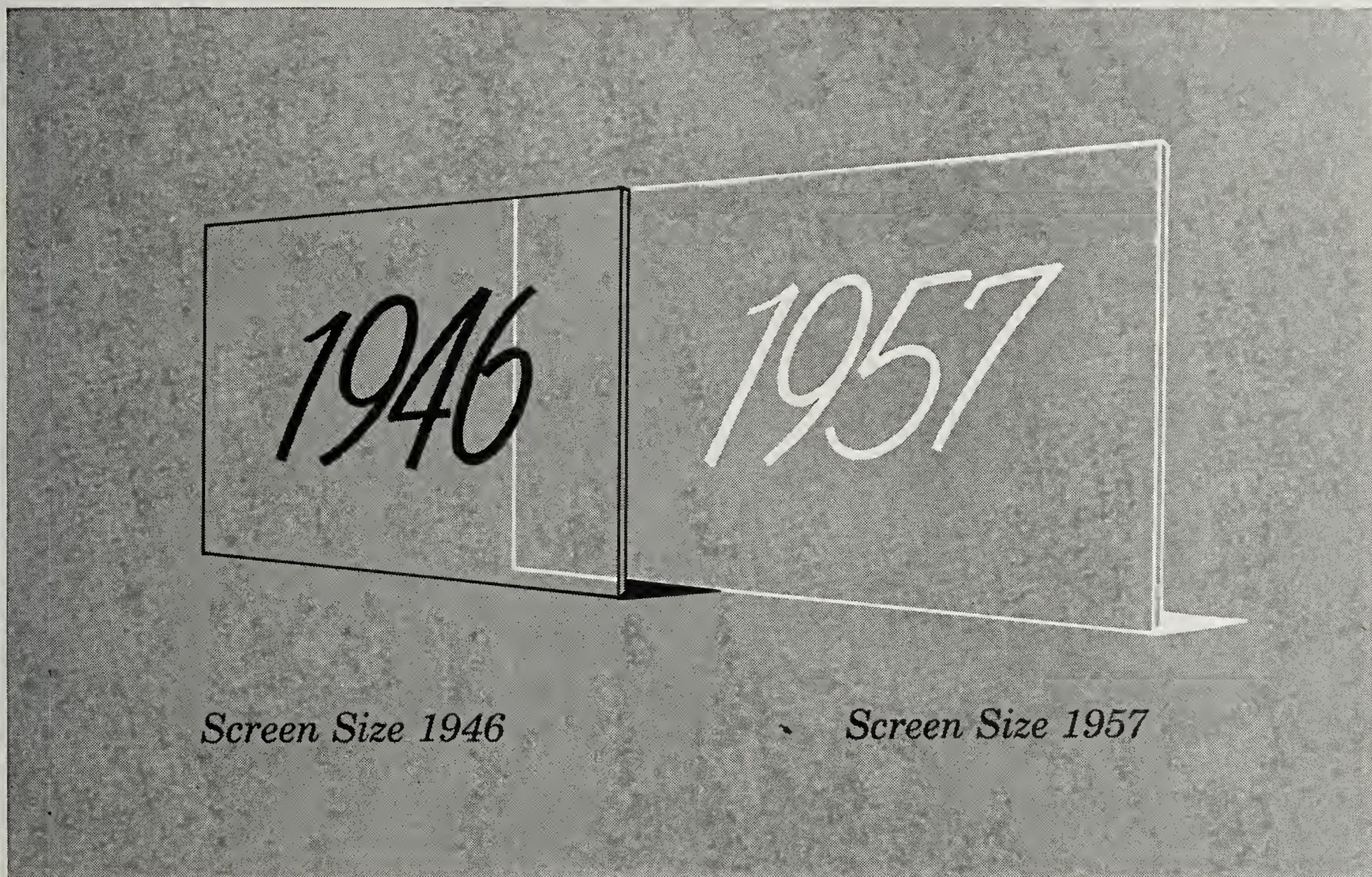
ABOVE, the Cartwright and Morrison screen tower and the Manco-Vision aluminum screen, measuring 52 feet by 130 feet, dominate outdoor area.





## PROJECTOR CARBONS

*meet the demand for more and more light!*



*Screens have doubled in width* over the past eleven years. These larger screens impose stringent demands on projector carbons for increased light at minimum cost. This challenge has been met by "National" carbons.

### *Here's How:*

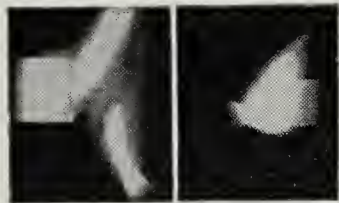
- The New "Suprex" 7mm Carbon
- The New "Suprex" 8mm Carbon

- The New 10mm High Intensity Carbon
- The New 11mm High Intensity Carbon

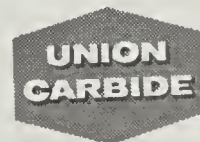
### *These Carbons Provide:*

- Up to 20% more light.
- Up to 25% slower burn.

This all adds up to a cost per unit of light that's the *lowest obtainable anywhere.*



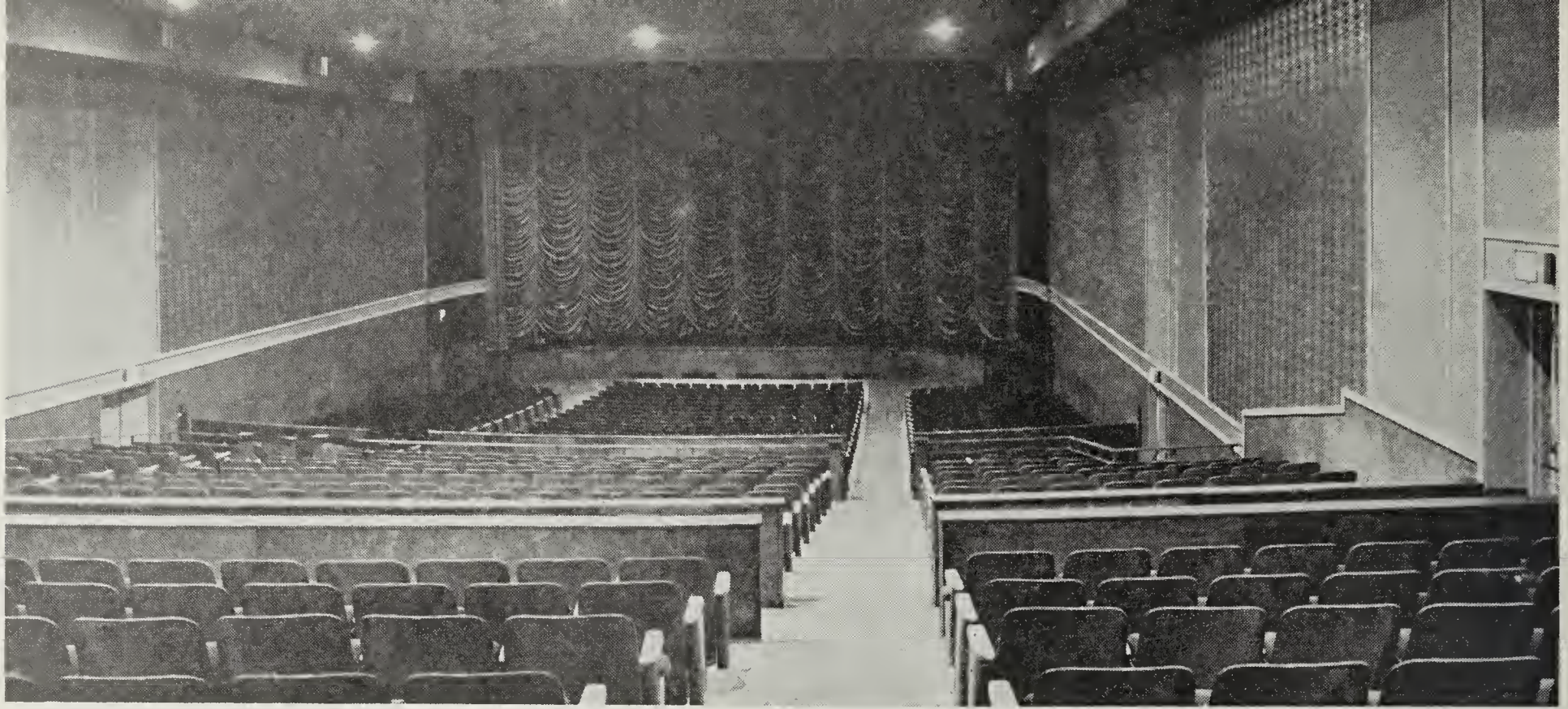
THE PICTURE IS LIGHT...  
GIVE IT ALL YOU CAN  
WITH "NATIONAL" CARBONS



The terms "National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide Corporation

**NATIONAL CARBON COMPANY • Division of Union Carbide Corporation • 30 East 42nd Street, New York 17, N. Y.**

**SALES OFFICES:** Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **IN CANADA:** Union Carbide Canada Limited, Toronto



THE INTERIOR of the 1500-seat indoor theatre stresses luxury. The Joseph Vasconcellos Corp. curtains hide a 23-foot by 54-foot Vicra-Lite screen.

BELOW, a view of the projection room shows the Century installations used for both screens. Water-cooled curved aperture units are used.



THE CONCESSION stand area of the All-Weather Drive-In is supplemented by a Sky-Top Restaurant on the roof of the conventional theatre which serves complete dinners from terrace overlooking outdoor screen. Here, as elsewhere throughout the theatre, patron comfort has been a primary concern.

---

### EQUIPMENT DATA FOR ALL-WEATHER DRIVE-IN

*Boxoffice Admission Control:* Taller and Cooper, Perey Turnstile.  
*Field Signs:* Drive-In Theatre Mfg. Co. and Dawo Corp.  
*Lamphouses:* Ashcraft Super Cinex.  
*Lenses:* Bausch and Lomb.  
*Marquee Letters:* Ballantyne.  
*Marquee Signs:* Artcraft Strauss.  
*Playground Equipment:* Miracle Equipment Company.  
*Projectors:* Century.  
*Screen:* Manco-Vision Aluminum, outdoor; L. C. Carpenter Vicra-Lite indoor.  
*Screen Tower:* Cartwright and Morrison.  
*Seats:* Lloyd Mfg. Co., outdoor; Heywood-Wakefield, indoor.  
*Sound:* Motiograph.  
*Speakers:* Ballantyne, outdoor; Altec-Lansing, indoor.

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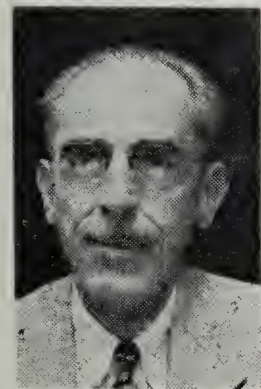


## Altec Promotes Two At New York Office



H. M. Bessey, Altec Companies executive vice-president, right, congratulates Marty Wolf, the firm's new assistant general manager.

NEW YORK—H. M. Bessey, executive vice-president, Altec Companies, Inc., announced recently the appointment of a new general manager and assistant general manager at the New York headquarters of Altec Service Company. C. S. Perkins, former operating manager, Altec Service Company, assumed the duties of general manager. Marty Wolf, in addition to his function as sales manager, became assistant general manager.



C. S. PERKINS

Both Perkins and Wolf are veteran members of Altec Companies, Inc., having joined the organization when Altec Service Corporation was formed in 1937 to carry out the activities of its predecessor, ERPI (Electrical Research Products, Inc.), in the field of motion picture exhibition. Perkins was appointed operating manager a few years ago, prior to which he had been northeastern division manager for several years. Wolf has been sales manager, Altec Service Company, a position he will still occupy, since 1955.

## Ten Prudential Drive-Ins Now Open For Summer

NEW YORK—Prudential Theatres' network of drive-in theatres in Suffolk and Nassau County is now in full operation for the summer season, it was announced last week. The outdoor situations operated by the circuit in this area now number 10, offering a wide variety of entertainment.

Although the film presentations do not begin until after dusk, patrons of the drive-ins frequently afford themselves in advance of the refreshment facilities and use the separate recreation areas for children and adults. The new All-Weather Drive-In on the Sunrise Highway, Copaque, offers both matinee and evening presentations, in addition to the children's playground and many other attractions.

Prudential's drive-ins in the area include also the Massapequa, Fifth Avenue-Bay Shore, the Bay Shore Sunrise, the Commack, Coram, Shirley-Mastic, Riverhead-Flanders, the Bridgehampton, and the Greenport Skyway.

Like the Loew's 35 in Keyport, New Jersey  
America's Most Popular Drive-Ins

# MAKE MORE DOUGH BEFORE THE SHOW

WITH

# MIRACLE

## PLAYGROUND EQUIPMENT

• How early do they start filling your ramps? 5:00 P.M.? 6:00 P.M.? Or just before the show starts? Smart drive-in theatre managers *hold back* the sunset with **Miracle Playground Equipment**. They know once the sun sets, folks start watching . . . and the cash register stops ringing! A well-equipped playground is not only an added service, but a big traffic-builder . . . brings the entire family out early for dinner, more fun and extra net profits.

Popular drive-in theatres like the Loew's 35 in Keyport, New Jersey, realize the effectiveness of a good playground operation — and they make the most of it with Miracle Equipment! Miracle's rugged construction, built-in safety features, modern designs and candy-stripe painting have an added appeal and showmanship value no other equipment can offer. Build your new playground or remodel your old with Miracle Equipment . . . and you'll *hold back* the sunset, too!

## FREE!

Our NEW four-color catalog is near completion! Write today for your free copy and prices on our complete line of playground equipment!



**MIRACLE EQUIPMENT CO.**  
GRINNELL, IOWA

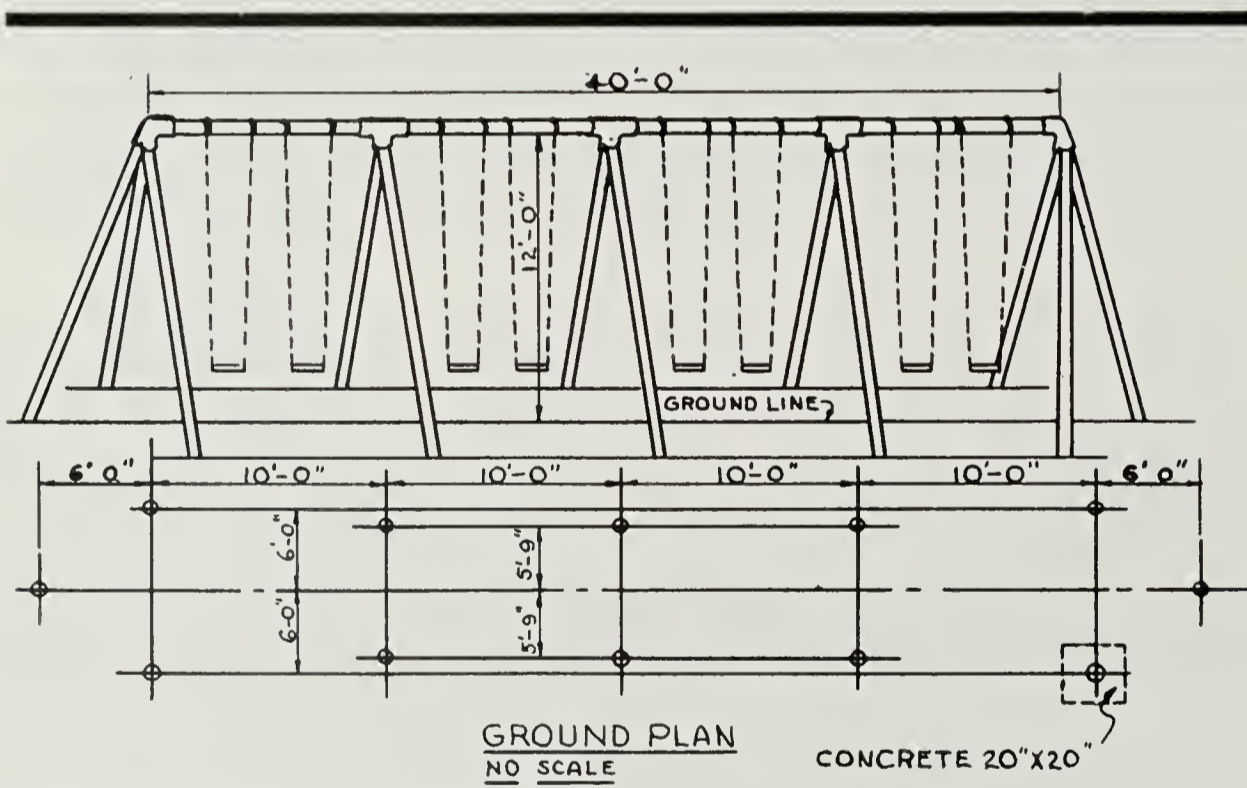
From A Man Who Knows •

# Some Tips On Playground Safety

By

**NORMAN R. MILLER**

*Vice-President, American Playground Device Company*



GROUND PLAN  
NO SCALE

CONCRETE 20"X20"

## CARRIER SHOULD DELIVER

- 2-#G-8 END FITTINGS
- 3-#G-7 CENTER FITTINGS
- 12-#15 BASE FLANGES
- 16-#S-332 HANGERS
- 16-PCS. #8/0 CHAIN, HOOKS ATTACHED

- 8-#C-13 SWING SEATS
- GALVANIZED PIPE:
- 2-PCS. 2" X 20'-0"
- 12-PCS. 1 1/2" X 15'-0"

## INSTALLATION HELPS

- LOCATE HOLES ACCORDING TO GROUND PLAN DIG HOLES AT SAME ANGLE AS SUPPORT PIPES.
- CONCRETE MIX: 3 PARTS SAND AND GRAVEL TO 1 PART CEMENT.
- SUB-FOOTING: POUR CONCRETE 6 INCHES DEEP IN HOLES, LET HARDEN 24 HOURS.
- ASSEMBLE THE UNIT, TIGHTEN ALL FITTINGS, THEN LIFT ENTIRE ASSEMBLY INTO HOLES.
- INSTALL SO THAT UNDERNEATH SIDE OF TOP BEAM IS 12 FEET HIGH ABOVE GROUND.
- LEVEL THE UNIT, BOTH HORIZONTALLY AND VERTICALLY.
- CONCRETE IN TO WITHIN 2 INCHES OF TOP OF GROUND, FILL IN WITH DIRT.
- ALLOW CONCRETE TO HARDEN 48 HOURS BEFORE ATTACHING APPARATUS.

**S**AFETY must be a prime consideration in the installation, maintenance, and operation of the drive-in playground. The playground is a good-will builder for the drive-in, but accidents can create only ill-will.



NORMAN R. MILLER

It's always a safe bet to install only sturdy, well-designed apparatus. When purchasing equipment, you should specify certified Grade-A malleable frame fittings of the clamp type, tested to 50,000 pounds tensile strength. You should avoid threaded fittings, grey iron fittings, or other fittings which necessitate drilling the top beams of swing or combination unit frames.

It is also very important that playground equipment be installed correctly, with adequate concrete footings and perfect alignment of all frame members to assure maximum structural strength and rigidity. Detailed, easy-to-read blueprints, which show the ground plans and outline recommended procedures for installing each unit, should be supplied by the manufacturer.

In the case of a swing, subjected to much stress, it should be set in concrete and tested to see that it is absolutely vertical. Be careful in the purchase of swing seats. Two safety seats are now available. One is American's patented rubber swing seat, which has no sharp corners, rough edges, or massive end castings to cause injury to the child. Another is the safety belt-type, which is strongly fabricated from heavy white conveyor belting, engineered to withstand far greater wear and abuse than ordinary rubber belting.

Drive-in attendants can promote safety on the playground through supervision. Children should be advised not to stand or kneel on swings, jump off when the swing is in motion, or stand near a swing in motion.

Slides are also popular with youngsters. They provide much fun and exercise, and can be safely enjoyed if ordinary precautions are taken. Steps and braces on the slide should be firm, and rails free from splinters, screws, and nails. These problems are inherent in wooden slides, but can be eliminated completely by the purchase of all-steel slides, which do not have these hazards. Soft, clean sand should be placed at the bottom of the slide to cushion the landing off the end of the chute.

One of the finest exercise-giving pieces of playground equipment is the castle tower, which, when properly installed and maintained, assures safety while children satisfy that urge to climb. Made of structural steel pipe, castle towers permit the smallest children to get a firm grip and maintain a safe hand-hold.

The see-saw is also a popular playground device. Since the see-saw board is

*(Continued on opposite page)*

Suggestions of the American Playground Device Company for the safe installation of a swing unit in the drive-in playground appear at left, together with installation ideas which can be helpful to the outdoor exhibitor about to undertake playground operation and its challenges.

## Simplex Board Names V-P For Manufacturing

BLOOMFIELD, N. J.—The board of directors of Simplex Equipment Corporation recently elected Clarence M. Leeds as vice-president for manufacturing, it was announced by John L. Alden, president of Simplex, a subsidiary of General Precision Laboratory, Inc., Pleasantville, N. Y.



Leeds, who has many years of experience in the aircraft industry, was formerly a vice-president, Air Associates, Incorporated, manu-

facturers of aircraft accessories and electronic communication equipment. He earlier held the position of assistant controller, Wright Aeronautical Corporation, aircraft engine manufacturers.

Leeds is an alumnus of Lafayette College and New York University and has had over 30 years of corporate background in the general and financial management, manufacturing, and labor relations fields.

Simplex, formerly International Projector Corporation, one of the largest producers of stereophonic sound systems and sound reproducing equipment for theatres, recently also has been engaged in the manufacture of precision electro-mechanical components, assemblies, and instruments, including PGL's self-contained airborne navigation systems.

## Alliance Circuit Conducts Drive-In Theatre Clinic

ANDERSON, IND.—The North Drive-In here recently was the scene of the first Drive-In Theatre Clinic in the Alliance Amusement Company's history. Managers of the circuit's situations received on-the-job training through the use of visual, rather than oral, instruction in the course of the conference, according to Alliance's Peter Panagos.

Actual demonstrations were held, starting at the marquee and ending in the concession building. The in-between stops included flower beds and lawns, boxoffice, speaker posts, playground area, projection booths, and rest rooms. Two training teams were used to give the instructions, and a new company manual standardizing drive-in policy was given to each manager.

## Some Tips

(Continued from opposite page)

made of wood, it should be inspected regularly for badly worn, splintery, or cracked boards. Defective boards should be either repaired or replaced promptly. As a safety measure, it is recommended that at least four inches of turf cover all concrete footings for playground equipment.

In summary, it is well to stress the primary safety points: select properly sized, well-designed, and sturdy equipment; install it properly; give equipment regular inspection and maintenance; and provide playground supervision.

Congratulations to  
Prudential Theatre's New  
All-Weather Drive-In

# We are proud to have furnished BALLANTYNE In-A-Car Speakers



## Unparalleled Strength Unparalleled Sound

These are the features that make the 1957 Ballantyne Dub'l-Cone the toughest speaker ever built—New, tamper-proof grill—New protective aluminum screen speaker guard—Die-cast aluminum case that cars can roll over and not damage—New interior rubber cushion mounting and alignment bosses to give greater shock proofing.

## Economy and Quality Never Before Equalled

It's tough! It's strong! It offers excellent sound at an amazingly low cost. But it also offers features found only in more expensive speakers—rugged die-cast aluminum case, a four inch, high quality speaker, weather-proofed against dampness. New plug-in wiring makes it possible to service it right at the post. No need to bring it inside. Operates with any size junction box. And the price is out of this world.

**\$3<sup>95</sup>**

The **Ballantyne** Company

1712 Jackson St.

Omaha, Nebraska

# NEW PRODUCTS

... that have theatre interest



## Handy Odor Repellent

A handy, pocket-size Ozium dispenser useful for refreshing the air in theatre areas is now available from Woodlets, Inc., manufacturer of pressure-packed spray products. The Number 500 Personal Size unit is said to quickly remove smoke, destroy odors, reduce air-borne bacteria, and to beneficially treat indoor areas wherever people congregate. A special valve guarantees 500 measured sprays. Woodlets chemists contend that Ozium is a formula of well-balanced chemical components which produce an invisible vapor that is effective, safe, and unobtrusive, without substituting another odor for the offending one.

## Nylon Coated Curtain Carriers

Steel curtain carriers coated with nylon, which reduces wear in contact with the aluminum curtain track and should reduce theatre maintenance costs also, have been introduced by the Lehigh Research and Development Corporation.

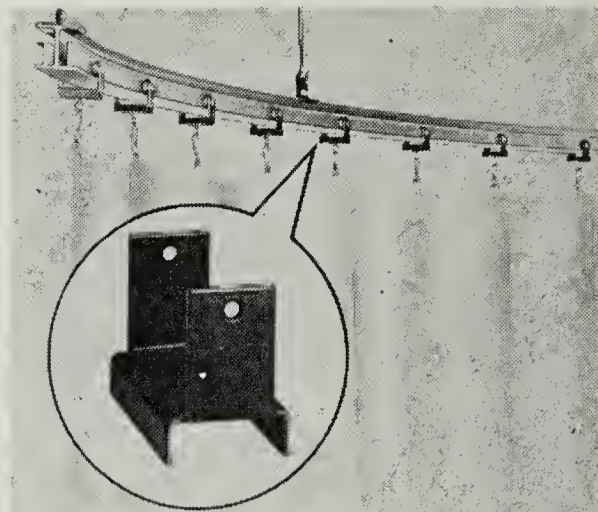
The carriers are coated with nylon by the "Whirlclad" process, said to be the best available to coat nylon on metals for



The Number 500 Personal Size Ozium Dispenser quickly removes unpleasant odors.

retaining the prime mechanical characteristics of the nylon resin.

The coated carriers prevent metal-to-metal galling and scratching and the low surface friction and abrasion resistance of nylon should result in a coating life of at least 11 years, according to Lehigh.



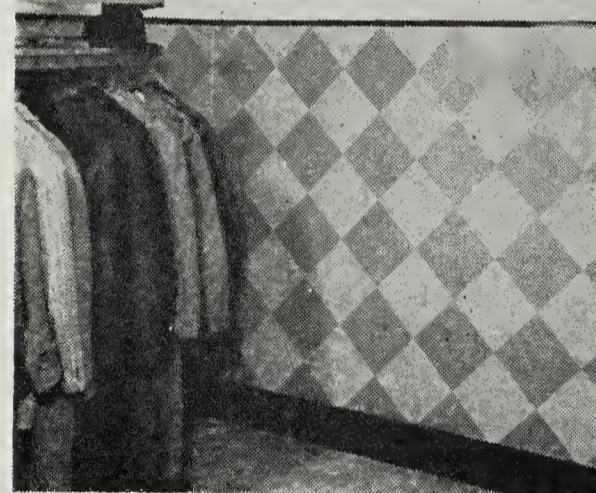
The Lehigh Corporation's nylon coated carriers support curtain on aluminum track with a minimum of noise in the opening and closing.

## Vinyl Wall Tile

A new type of moderately priced, fire-resistant, vinyl plastic wall covering with the attractive appearance and easy maintenance characteristics desirable in theatre areas has been developed by the Armstrong Cork Company. Called Vinyl Wall Tile, it is listed under the Label Service of Underwriters' Laboratories, Inc., of the National Board of Fire Underwriters.

Soil resistance and maintenance characteristics of the new product make it especially suitable for installation in public areas such as drive-in restaurants and

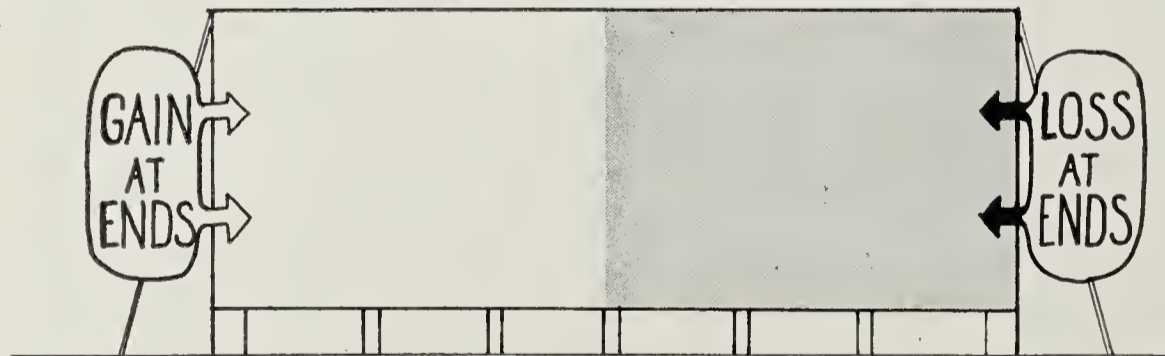
(Continued on page PT-16)



Armstrong Cork's fire-resistant Vinyl Wall Tile offers easy installation and maintenance in many areas of roofed and drive-in theatres.

## PLAST X PLATE SCREEN COATING GIVES 50% IMPROVED PICTURE BY ACTUAL TEST

PLAST X PLATE      Ordinary Coating



- BRIGHTER PICTURE
- SHARPER CONTRAST
- BETTER COLOR
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- STAIN RESISTANT
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- PROVED DRIVE-IN USE

With 5 YEAR GUARANTEE to remain at this extra white level without changes, if properly applied.

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### WANT FURTHER INFORMATION ON NEW PRODUCTS

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ISSUE OF MAY 22

WITHOUT CHARGE OR OBLIGATION PLEASE SEND ADDITIONAL INFORMATION ON ABOVE ITEMS

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THEATRE.....

ADDRESS.....

CITY, STATE.....

**MOTION PICTURE EXHIBITOR**  
246-48 N. CLARION ST., PHILADELPHIA 7, PA.

## Doorless Door Is A Theatre Novelty

A door that does not revolve, pivot, lower, or lock, the Doorless Door cannot be seen by the naked eye, but it exists because it is made of air.

The Swiss engineering development created by Sulzer Brothers, New York, uses a screen of air which acts as an insulating wall to protect the interior of the building from all outside weather conditions.

Now patrons of movie theatres can enter the building through an unobstructed doorway, without having to shove or push any type of door.

This wide open expanse across the front of the theatre creates an effect which seems to bring the lobby generally used to display coming attractions closer to the passerby. It adds its persuasive power to the stimuli that makes him enter, look, and buy a ticket.

The Doorless Door, furthermore, turns a sizable unproductive corridor and vestibule space into a productive sales area, allowing management to install more attractive and larger displays, the report stated.

Persons walking through thin air right into the theatre will not be conscious of any kind of physical sensation. Incidentally, the stream of air which spills to the outside acts as a deterrent to stray dogs and cats who dislike both the grating and the breeze.

The constant city dust and dirt which is normally blown into an open doorway, is eliminated in the Doorless Door

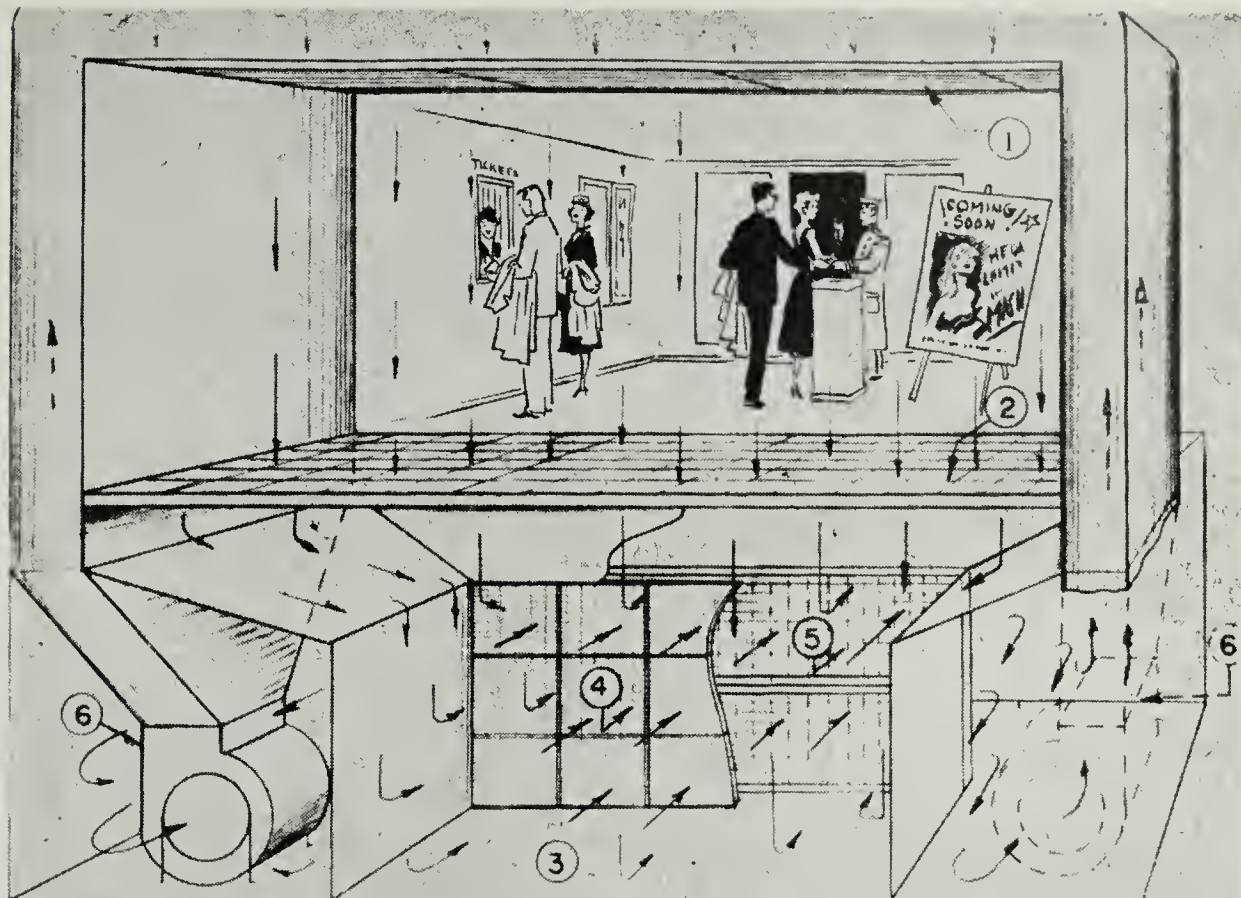


DIAGRAM OF DOORLESS DOOR  
1. OUTLET GRILLE, 2. FLOOR GRATING, 3. SUMP, 4. FILTERS, 5. HEATER-COOLER, 6. FANS

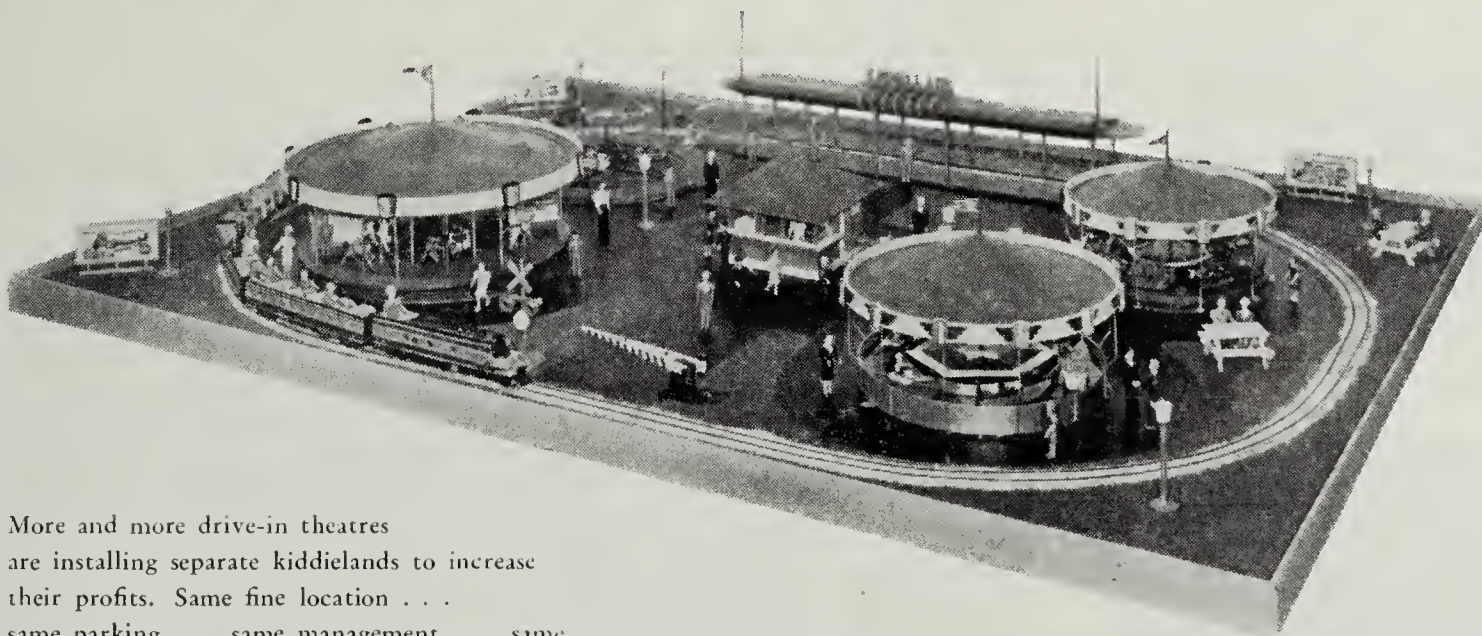
installation. The filters catch all dirt and dust, therefore displays remain newer and cleaner longer. Insects are also barred from entering. There will never be any discomfort of personnel or patrons regardless of climatic changes, it is claimed. The Doorless Door entrance eliminates drafts completely and neither rain nor snow will penetrate the air screen. Experience shows that the Doorless Door is

the only engineering development which keeps entrance dry and clean in winter and summer, without having to use manual labor. This in itself is a cost saving to theatre managements.

### How It Works

The Doorless Door is operated by a series of overhead nozzles in the ceiling  
(Continued on page PT-15)

## BOOST DRIVE-IN PROFITS WITH ALLAN HERSCHELL KIDDIE RIDES



More and more drive-in theatres are installing separate kiddielands to increase their profits. Same fine location . . . same parking . . . same management . . . same showmanship. Cash in now while the trend is just starting. The rides to use in your drive-in kiddieland are Allan Herschell quality rides, built for appeal, for big grosses, and for durability. Regular and kiddie Merry-Go-Rounds; Miniature Train, Tank, Boat, Auto and Buggy Rides; Roller Coaster, Jolly Caterpillar, Helicopter, Sky Fighter, Roadway Ride and Rodeo. Illustrated catalog sent free upon request.

**ALLAN HERSCHELL**  
COMPANY, INC.

104 OLIVER STREET  
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"World Largest Manufacturer of Amusement Rides"

## SMPTTE Meet Stresses Wide Range Of Topics

WASHINGTON—The growth of drive-in theatre operation, together with telefilm production, developments in closed circuit television, and cable theatres, were described as "signposts" for the future by Barton Kreuzer, president, Society of Motion Picture and Television Engineers, in an address to the opening luncheon session of the 81st bi-annual convention of the organization, held in the Shoreham Hotel earlier this month.

In the course of the five-day meeting, comprised of 14 sessions attended by some 700 persons, more than 100 technical papers were read, covering almost every aspect of motion picture and television science. Traditionally, SMPTTE conventions have a central theme; however, the

recent convention departed from tradition to treat a variety of subjects, instead of exploring a single recent trend or development exclusively.

Highlights of the program of interest to the motion picture industry included papers on Projection and Theatre Practices, Motion Picture Practice, Sound Recording and Reproduction, and Audio-Visual Uses of Motion Pictures and Television.

### Schumacher Gets SMPTTE Post

NEW YORK—The appointment of J. Howard Schumacher, Jr., as staff engineer, Society of Motion Picture and Television Engineers, has been announced by Charles Stodter, SMPTTE executive secretary. Schumacher succeeds Henry Kogel, who resigned to join the Cenutry Lighting Corporation. The appointment becomes effective June 10.

### Northeast Circuit Opens New Year 'Round Drive-In

BOSTON—New England's first year 'round drive-in, the Suffolk Downs, East Boston, opened its gates recently with prominent city and state officials present. With space for 1,700 cars, the new theatre is owned and managed by Northeast Drive-In Theatres, Inc., Michael Redstone, president.

Electromode individual electric heaters, which are lightweight, portable, and easily adjustable to the speakers, are available to patrons. The flow of heat from the heaters can be individually adjusted to suit personal needs.

The modern playground has flying horses, rocket ships, and auto and boat rides, as well as the usual slides and swings. The attractions are free to the children. Hal O'Day is general manager.

## American Seating Exec Named Vice-President

GRAND RAPIDS, MICH.—H. M. Taliaferro, president, American Seating Company, recently announced the election of James J. Thompson, general sales manager, to the office of vice-president and general sales manager. The promotion is in line with other management changes and expanded marketing plans.

Thompson joined the company in 1927 in Chicago and was a sales representative in Detroit and Grand Rapids until 1935, when he was transferred to the executive staff, the New York State branch office.

During World War II, Thompson was assistant manager of the company's war products division. After the war, he went to New York to develop an expanded sales program for the company's eastern division. In 1949, he returned to Grand Rapids as field sales manager. He was made general sales manager in 1953.

### Attorneys In Suit Against Altec And NTS Withdraw

NEW YORK—The attorneys for Image and Sound Service Corporation and Image and Sound Service of New England, Inc., have served notice upon the attorneys for Altec Service Corporation and National-Simplex-Bludworth, Inc., that they are withdrawing as attorneys for the plaintiffs and no longer represent them.

### Farrow Joins Ampex Audio

REDWOOD CITY, CAL.—Herbert L. Brown, vice-president and general manager, Ampex Audio, Inc., Sunnyvale, Cal., announced recently that J. W. Farrow is joining Ampex Audio as director of marketing.

Farrow was with Stromberg-Carlson as general sales manager of the special products division, and came up through the ranks from a dealer salesman, district manager, and merchandise manager.

## Westrex Executives Visit Canada



Managers from eight Westrex subsidiaries in South America, Asia, Panama, North Africa, Australia, and the Caribbean area who attended a recent conference in New York also visited the studios of the National Film Board of Canada in Montreal. The above photograph, taken in Montreal, shows, from left to right, front row: A. C. Lenoel, Algeria; H. v. Zeppelin, Philippines; L. C. Pearson, Dominion Sound, Montreal; R. W. Wight, Westrex, Hollywood; R. E. Warn, Westrex vice-president, New York; F. E. Peters, Dominion Sound vice-president; and G. G. Graham, director of National Film Board. Middle row: J. E. Mastine, Northern Electric, Ontario; J. J. DeBoer, Panama; M. Storms II, Venezuela; J. Cuevas, Brazil; H. S. Walker, Dominion Sound; and C. Beachell, National Film Board. Back row: W. E. Brossok, Westrex, New York; W. E. Kollmyer, Australia; H. B. Allinsmith, Westrex vice-president, New York; H. P. Bechtold, Westrex, New York; D. L. Smith, Colombia; U. B. Ross, Westrex, New York; and R. Payne, National Film Board. The overseas managers recently left New York to return to posts.



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WORLD'S LARGEST MANUFACTURERS OF FINE  
PARK, PICNIC, PLAYGROUND, SWIMMING  
POOL AND DRESSING ROOM EQUIPMENT

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of Consistent Quality  
and Outstanding Service  
For Every Theatre Need!

**NATIONAL THEATRE SUPPLY COMPANY**  
BRANCHES COAST-TO-COAST



## N. Y. Projectionists Meet At Geneva

BUFFALO—Pictures are getting better, technically at least, according to William H. Ingram, Rochester, manager of the Schine circuit projection service department. Ingram was one of the principal speakers at the New York State Association of Motion Picture Projectionists meeting in Geneva, N. Y., recently. Attending were 60 delegates representing Locals from Long Island to the Niagara Frontier, aggregating more than 4,000 members.

Others who addressed the gathering were Thomas Mulroy, sales manager and engineer, L. E. Carpenter and Company, New York; H. H. Schroeder and Don Peterson, Bausch and Lomb Optical Company, Rochester; and William Borberg, chief engineer, General Precision Laboratories, Pleasantville.

## Doorless Door

(Continued from page PT-13)

grille through which a curved beam of air is sprayed causing it to fall outward and downward in layers. The air is sucked into a floor grating which is the full width of the entrance. It is cleaned and filtered then carried through heating or cooling coils (depending upon season) and is brought back by blowers to the grille above the entrance.

The nozzles are adjustable and the velocity of the air flown through the ducts can be changed manually or automatically to meet variable weather conditions. The air screen eliminates drafts completely and the filters remove insects, dirt, and dust, while waste papers and particles are collected in a pit under the suction grating where they are periodically flushed away by water.

The "Open Door" policy can be maintained on a 24 hour basis. Theatres wishing to prevent off-the-record visits at night can use glass doors which slide into place and are locked until the following morning.

The Sulzer Brothers Doorless Door is said to offer numerous advantages to theatre management. The cost of operation may be as low as 10 cents per hour, depending on climate and size of entrance. By installing the Doorless Door, it is possible to reduce the heat loss of the entire building. The cost of operating both the heating system and the Doorless Door is less than the cost of operating the heating system alone. Maintenance costs are comparable with that of a regular ventilating installation.

The many advantages proven by installations now in operation are: elimination of congestion in moving traffic; elimination of revolving door accidents; reduction in insurance costs; prevention of heat loss in winter—cool air loss in summer; removal of dust and dirt gives the lobby that clean fresh look all year 'round.

The device has been installed abroad since 1952, and it is now making its appearance in the United States. A Manhattan banking institution has installed the door, as have supermarkets, department stores, schools, and other businesses where there is a heavy flow of traffic.

## Nat'l Carbon Markets New High Intensity Line

NEW YORK—Two new projector carbon sizes for the latest high-powered reflector lamps are available from National Carbon Company, division of Union Carbide Corporation. The 13.6mm. high intensity projector carbon, trademarked "National," is now available in 18 and 20 inch lengths, in addition to the standard 22 inch carbon. A new seven-sixteenths by nine inch special cored negative carbon, trademarked "Orotip," has been developed for use with these two new positive carbons.

"Working in close cooperation with motion picture equipment manufacturers, our development engineers have kept pace with the industry's requirements for projector carbons for the new reflector lamps

that are now available," said J. W. Cosby, arc carbon sales manager for National Carbon. "As a result, we have placed on the market these two new sizes, and will continue to attempt to anticipate the demands created by new and improved projection equipment."

## Adler Announces Price Increase

LOS ANGELES—Rising manufacturing costs have made it necessary for the Adler Silhouette Letter Company to raise its prices, effective this week, on plastic letters and glass-in-frame equipment, it was announced recently by Ben H. Adler, president.

# PIC

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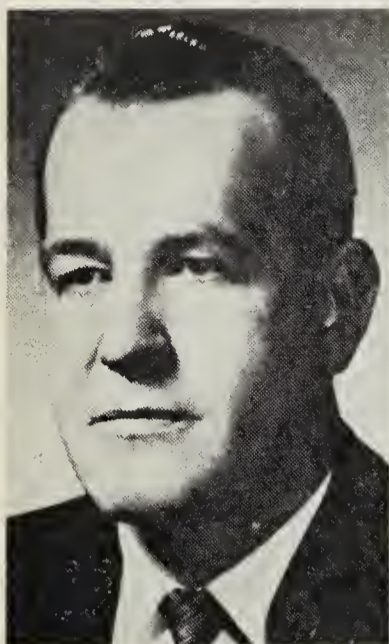
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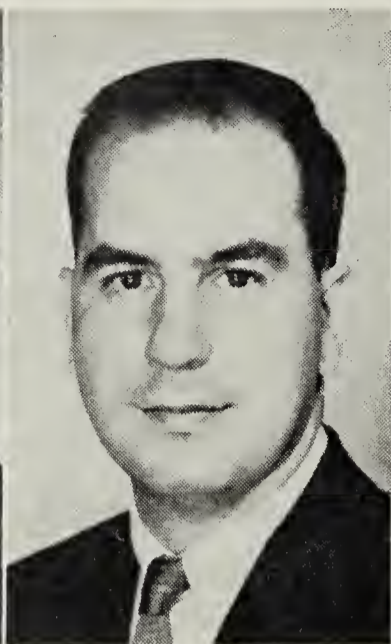
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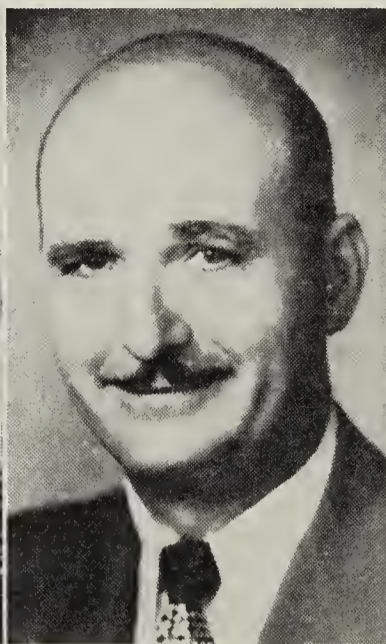
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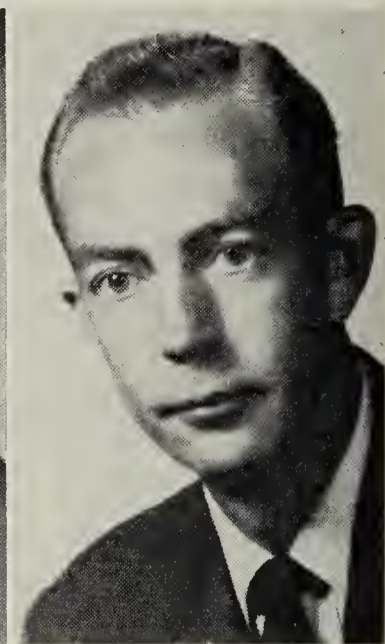
HOWARD WILSON



FRED KISLINGBURY



RICHARD O. MANTZ



CHARLES P. ADAMS

CHICAGO—Expansion of the Radiant Manufacturing Corporation sales force by appointment of three regional sales managers and two district sales managers was announced recently by sales vice-president Hershel Y. Freeman, in a move designed to broaden coverage of the projection screen market and to enlarge

field sales services to distributors and dealers.

Selected as new eastern regional manager was George Koch, former representative of the company in the mid-Atlantic states. Midwest regional manager is Howard Wilson, former central states representative, while Fred Kislingbury, west

coast district manager for seven years, was appointed western regional manager.

Richard O. Mantz, Atlanta, and Charles P. Adams, Arlington, Va., were named district sales managers. Mantz will represent Radiant in eight southeastern states, while Adams will function in the mid-Atlantic territory.

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## Playground Showmanship

(Continued from page PT-5)

in a sales capacity, you must give him the best possible return, by analyzing existing or projected playground features, particularly from the point of view of appeal, safety, maintenance, location, and supervision.

Is the playground appealing? The answer to this all-important question lies in whether it possesses that indefinable quality known as good showmanship and, fortunately, the principal manufacturers of equipment are well aware of this problem. Naturally, the number of pieces in the play area depends upon many factors, but financial and space limitations by no means preclude good showmanship with the pieces on hand, or contemplated for purchase. Novel equipment designs and colors are on the market, while replacement parts for existing installations can be of a modern and eye-catching design. One or two animal slides can do wonders to enhance the appeal of the playground, while multi-colored merry-go-rounds, miniature trains, and other mechanized, self-propelled rides, always popular, can handle an amazing number of children.

But the primary consideration being mass appeal, the operator also must assure himself that the equipment, particularly if mechanized, is safe while being the center attraction and that it is easily supervised. No amount of junior's salesmanship will help you sell his parent on dangerous equipment and only regular maintenance will assure safety. A little research pays big dividends in this respect. And, by all means, select the location interfering the least with operation of the theatre but offering some comfort for supervising adults and convenience, at the same time, to the food stand area. A colorful enclosure, like a picket fence, helps parents keep track of their offspring.

## RCA's Rose To Memphis District

CAMDEN, N. J.—Charles G. Rose has been appointed manager, Memphis district, RCA Service Company, Inc., it was announced last fortnight by D. H. Kunsman, vice-president, consumer products service department.

Rose, formerly New Orleans branch manager, succeeds P. H. Brune, who was recently appointed service manager, consumer products, southwestern region.

## New Products

(Continued from page PT-12)

rest rooms, where appearance and sanitation are important considerations. Vinyl Wall Tile is said to be highly resistant to grease and oils, an advantage in areas where hand smudging is likely to occur. It is also resistant to soaps, detergents, alkalis, fading, scuffing, and the effects of moisture; scratches may be removed by cleaning and rubbing with wax or a cleansing agent; and the tile will not discolor with age, the manufacturer states.

Composed of vinyl plastic and asbestos fibers, the tile has high dimensional stability. At the same time, it is flexible enough to curve around inside and outside corners, providing both a savings in installation time and a more easily cleaned surface, it is further claimed.

Vinyl Wall Tile is applied with an adhesive to almost any firm, smooth base. Installed over structurally sound plaster or plaster board, it costs approximately 45 to 60 cents per square foot.

There are countless ways to improve the showmanship of the playground but it depends, in the last analysis, on the imagination of the theatre operator and his staff and their ability to envision the reaction of the young, who are the final judges. Demanding as they are, they are still your best salesmen.



## Allied Artists

(1954-55 releases from 5501;  
1955-56 Releases from 5501)

- ATTACK OF THE CRAB MONSTERS—SFD—Richard Garland, Pamela Duncan, Russell Johnson—For the lower half—64m.—see April 17 issue Page 4313. (5703)
- BLONDE SINNER—D—Diana Dors, Michael Craig, Marcia Shaw—For the lower half—72m.—see Feb. 6 issue Page 4285—(English-made)—Leg.: B. (5635)
- CALLING HOMICIDE—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—see Sept. 19 issue Page 4225. (5624)
- CANYON RIVER—W—George Montgomery, Marcia Henderson, Peter Graves—Okay western—80m.—see Nov. 14 issue Page 4249—(CinemaScope)—(DeLuxe Color). (5620)
- CHAIN OF EVIDENCE—MD—Bill Elliott, James Lydon, Claudia Barrett—For the dualers—64m.—see Feb. 20 issue Page 4289. (5701)
- CRUEL TOWER, THE—MD—John Ericson, Mari Blanchard, Charles McGraw—Okay thriller for lower half—80m.—see Jan. 9 issue—Leg.: B. (5629)
- FIGHTING TROUBLE—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—see Dec. 26 issue Page 4265—Leg. of Decency B. (5623)
- FIRST TEXAN, THE—OD—Joel McCrea, Felicia Farr, Jeff Morrow—Well made historical meller—82m.—see June 27 issue Page 4181—(Technicolor)—(CinemaScope). (5615)
- FOOTSTEPS IN THE NIGHT—MYMD—Bill Elliott, Don Haggerty, Eleanor Tanin—Okay lower half entry—62m.—see April 3 issue Page 4305. (5708)
- FRIENDLY PERSUASION—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—see Oct. 3 issue Page 4229—(Color by DeLuxe). (5657)
- HIGH TERRACE—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—see Feb. 20 issue Page 4289 (English-made). (5630)
- HOLD BACK THE NIGHT—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—see Sept. 5 issue Page 4213. (5621)
- HOLD THAT HYPNOTIST—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys' series entry—61m.—see March 20 issue Page 4301. (5706)
- HOT SHOTS—C—Huntz Hall, Stanley Clements, Joi Lansing—Series average—61m.—see Feb. 20 issue Page 4289. (5632)
- LAST OF THE BADMEN—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—(CinemaScope)—(DeLuxe Color)—see March 6 issue. (5705)
- MAGNIFICENT ROUGHNECKS—MD—Jack Carson, Mickey Rooney, Nancy Gates—Standard lower half entry—75m.—see June 13 issue Page 4173. (5616)
- NAKED HILLS, THE—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—see Oct. 3 issue Page 4229—(Pathe-Color). (5605)
- NAVY WIFE—C—Joan Bennett, Gary Merrill, Shirley Yamaguchi—Comedy has angles—83m.—see June 27 issue Page 4181. (5611)
- NO PLACE TO HIDE—D—David Brian, Marsha Hunt, Hugh Corcoran—For the lower half—71m.—see July 25 issue Page 4189—(Color by DeLuxe)—(Made In The Philippines). (5603)
- NOT OF THIS EARTH—SFD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—see April 17 issue Page 4313. (5704)
- ROSE BOWL STORY THE—CD—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—see Dec. 12 issue Page 4261—(Color)—(Reissue). (5610)
- SCREAMING EAGLES—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—see Sept. 5 issue Page 4213. (5610)
- STRANGE INTRUDER—MD—Edmund Purdon, Ida Lupino, Ann Harding—Good adult post-war meller—82m.—see Nov. 28 issue Page 4257. (5619)
- SUDDEN DANGER—MYMD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—see Jan. 11 issue Page 4085. (5540)
- THREE FOR JAMIE DAWN—MD—Richard Carlson, Laraine Day, Ricardo Montalban—Names may help programmer—84m.—see June 27 issue Page 4181. (5618)
- THUNDERSTORM—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—see Sept. 5 issue Page 4213—Leg.: B—(Made In Spain). (5604)
- YAQUI DRUMS—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—see Sept. 19 issue Page 4225. (5625)
- YOUNG GUNS, THE—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—see Nov. 14 issue Page 4249—Leg.: B. (5623)

### TO BE REVIEWED OR IN PRODUCTION

- AQUA DIVE GIRL—Mara Corday, Pat Conway. (5718)
- BADGE OF MARSHAL BRENNAN—Jim Davis, Arleen Whelan. (5713)
- CALYPSO JOE—Herb Jeffries, Angie Dickinson. (5710)
- DAUGHTER OF DR. JEKYLL—John Agar, Gloria Talbott—Leg.: B. (5710)
- DEATH IN SMALL DOSES—Peter Graves, Mala Powers, Merry Anders. (5717)
- DESTINATION 60,000—Preston Foster, Coleen Gray, Jeff Donnell. (5715)
- DINO—Sal Mineo, Brian Keith, Susan Kohner. (5721)
- DISEMBODIED, THE—Paul Burke, Allison Hayes. (5720)
- DRAGON WELLS MASSACRE—Barry Sullivan, Mona Freeman, Dennis O'Keefe, Katy Jurado—(Eastman Color)—(CinemaScope). (5709)
- HOT ROD RUMBLE—Leigh Snowden, Richard Hartunian, Brett Halsey. (5717)
- HUNCHBACK OF PARIS—Gina Lollobrigida, Anthony Quinn—(Made In France)—(CinemaScope). (5725)
- LET'S BE HAPPY—Vera Ellen, Tony Martin—(Color)—(CinemaScope)—(Made In England). (5707)
- LOVE IN THE AFTERNOON—Audrey Hepburn, Gary Cooper, Maurice Chevalier—(Made In France). (5719)

## MOTION PICTURE

# EXHIBITOR

## SERVICE SECTION

The Check-Up of all features and shorts for a 12-month period

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SECTION 2  
Vol. 58, No. 4

MAY 22, 1957

- NO PLACE TO DIE—Sterling Hayden Pamela Duncan, Ted DeCorsia. (5712)
- OKLAHOMAN, THE—Joel McCrea, Barbara Hale, Gloria Talbott—80m.—(Color)—(CinemaScope). (5712)
- PERSUADER, THE—William Talman, Kristine Miller, James Craig. (5714)
- SPOOK CHASERS—Bowery Boys. (5716)
- STORM OUT OF THE WEST—Dale Robertson, Brian Keith, Rossana Rory. (5702)

### American International

- FEMALE JUNGLE—MYMD—Lawrence Tierney, John Carradine, Jayne Mansfield—Okay for the lower half—68m.—see May 30 issue Page 4169. (5712)
- FLESH AND THE SPUR—W—John Agar, Touch Connors, Marla English—Average western—80m.—see March 6 issue—(PatheColor). (5610)
- GIRLS IN PRISON—MD—Richard Denning, Joan Taylor—For the lower half—87m.—see Aug. 8 issue Page 4201. (5610)
- GUNSLINGER—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—see Aug. 8 issue Page 4201—(Pathe Color)—Leg. B. (5610)
- HOT-ROD GIRL—AD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles for some spots—75m.—see Aug. 8 issue Page 4201. (5610)
- IT CONQUERED THE WORLD—SFMD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—see Oct. 31 issue Page 4245. (5610)
- NAKED PARADISE—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—see Feb. 20 issue Page 4289—(Color)—(Filmed In Hawaii). (5610)
- OKLAHOMA WOMAN, THE—W—Richard Denning, Peggie Castle, Tudor Owen—Fair western—71m.—see May 30 issue Page 4169—(SuperScope). (5610)
- RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—see Nov. 14 issue Page 4249—Leg.: B. (5610)
- SHAKE, RATTLE AND ROCK—DMU—Fats Domino, Liso Gaye, Touch Connors—Exploitable programmer—77m.—see Nov. 14 issue Page 4249. (5610)
- SHE CREATURE, THE—SFMD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—see Oct. 31 issue Page 4245. (5610)
- UNDEAD, THE—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—see April 3 issue Page 4305. (5610)

- VOODOO WOMAN—MD—Marla English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—see April 3 issue Page 4305. (5610)

### TO BE REVIEWED OR IN PRODUCTION

- DRAG STRIP GIRL—Steve Terrell, John Ashley, Fay Spain—70m. (5718)
- I WAS A TEENAGE WEREWOLF—Michael London, Yvonne Lime, Tony Marshall. (5710)
- INVASION OF THE SAUCER MEN—Steve Terrell, Gloria Castillo. (5710)
- ROCK ALL NIGHT—Dick Miller and The Platters, Barbour Morris—65m. (5710)
- UNDERWATER GIRL—Mara Corday, Pat Conway. (5718)

### Associated

- FRONTIER GAMBLER—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—see Sept. 5 issue Page 4214. (5610)
- MAN BEAST—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—see Feb. 20 issue Page 4290. (5610)
- NAKED GUN—OD—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—see April 3 issue Page 4305. (5610)
- THREE OUTLAWS, THE—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—see Aug. 22 issue Page 4205—(Superscope 235). (5503)
- WILD DAKOTAS, THE—W—Bill Williams, Coleen Gray—Average western—73m.—see July 25 issue Page 4189. (5610)

### Astor

- DYNAMITERS, THE—MD—Wayne Morris, Patrick Holt, Sandra Dorne—For the lower half—75m.—see May 30 issue Page 4165—(Made In England). (5610)
- MEN OF SHERWOOD FOREST—MD—Don Taylor, Reginald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—see Sept. 5 issue Page 4214—(Eastman Color)—(English-made). (5610)
- PASSPORT TO TREASON—MD—Rod Cameron, Lois Maxwell, Clifford Evans—Program filler—80m.—see May 30 issue Page 4165—(Made in England). (5610)

### Buena Vista

(Walt Disney)

- CINDERELLA—CAR—Reissue is topnotch Disney—74m.—see Jan. 9 issue—(Technicolor)—(Reissue)—(Disney). (5610)
- DAVY CROCKETT AND THE RIVER PIRATES—MD—Fess Parker, Buddy Ebsen, Jeff York—Okay adventure film will need plenty of push—81m.—see July 25 issue Page 4189—(Technicolor). (5610)
- GREAT LOCOMOTIVE CHASE, THE—MD—Fess Parker, Jeffrey Hunter, Jeff York—Excellent action film will have to be sold—85m.—see May 30 issue Page 4165—(Technicolor)—(CinemaScope)—(Disney). (5610)
- IF ALL THE GUYS IN THE WORLD . . .—D—Andre Vaimy, Jean Gaven, Marc Casset—Exciting import—95m.—see May 1 issue Page 4317—(French-made)—(English titles). (5610)
- JOHNNY TREMAIN—COSMD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—see May 15 issue Page 4325—(Technicolor)—(Disney). (5610)
- SECRETS OF LIFE—ED—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—see Oct. 31 issue Page 4241—(Technicolor; one reel in CinemaScope). (5610)
- WESTWARD HO, THE WAGONS—WMU—Fess Parker, Kathleen Crowley, Jeff York—Attractive western especially for younger set—90m.—see Dec. 26 issue Page 4265—(CinemaScope)—(Technicolor)—(Disney). (5610)
- YANG KWEI FEI—D—Japanese cast—For the art spots—92m.—see Oct. 31 issue Page 4241—(Eastman Color)—(Japanese made)—(English titles). (5610)

### TO BE REVIEWED OR IN PRODUCTION

- OLD YELLER—Fess Parker, Jeff York, Dorothy McGuire—(Technicolor)—(Disney). (5718)
- SLEEPING BEAUTY—Walt Disney—(Technicolor)—(Technicolor). (5718)

## KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	HISD—Historical drama
ACD—Action drama	MD—Melodrama
BID—Biographical drama	MUC—Musical comedy
BIDMU—Biographical drama with music	MU—Musical
BUR—Burlesque	MUW—Musical western
C—Comedy	MY—Mystery
CAR—Cartoon feature	MYC—Mystery comedy
CD—Comedy drama	MYD—Mystery drama
CDMU—Comedy drama musical	MYMD—Mystery melodrama
CMU—Comedy musical	NOV—Novelty
COMP—Compilation	OPC—Operatic comedy
COSMD—Costume melodrama	OPD—Operatic drama
D—Drama	OD—Outdoor drama
DMU—Dramatic musical	OMD—Outdoor melodrama
DOC—Documentary	ROMC—Romantic comedy
ED—Educational feature	ROMCMU—Romantic comedy musical
F—Farce	ROMD—Romantic drama
FAN—Fantasy	SAT—Satire
FANAU—Fantasy musical	SFD—Science fiction drama
	TRAV—Travelogue
	W—Western

Columbia

(1955-56 Releases from 801;

1956-57 Releases from 101)

ABANDON SHIP—D—Tyrone Power, Mai Zetterling, Lloyd Nolan—Highly interesting drama—100m.—see April 3 issue Page 4306—(English-made). (139)  
 BURGLAR, THE—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help aver-involved program meller—90m.—see May 1 issue Page 4317. (143)  
 CHA-CHA-CHA BOOM—MU—Perez Prada and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—see Oct. 3 issue Page 4229—Leg.: B. (114)  
 DON'T KNOCK THE ROCK—MU—Bill Haley and Comets, Alan Dale, Patricia Hardy—For the rock 'n' roll addicts ar as filler for the lower half—80m.—see Dec. 26 issue Page 4265. (125)  
 EARTH VS. THE FLYING SAUCERS—SFD—Hugh Marlowe, Jean Taylor, Donald Curtis—Good programmer—83m.—see Sept. 5 issue Page 4173. (102)  
 EDDY DUCHIN STORY, THE—BIDMU—Tyrone Power, Kim Novak, James Whitmore—High rating entry—123m.—see Sept. 5 issue Page 4173—(Technicolor)—(CinemaScope). (101)  
 FULL OF LIFE—CD—Judy Holliday, Richard Conte, Salvatore Baccaloni—Highly enjoyable entertainment—91m.—see Dec. 26 issue Page 4265. (130)  
 GAMMA PEOPLE, THE—MD—Paul Douglas, Eva Bartok, Leslie Phillips—Mild import for lower half—79m.—see Sept 19 issue Page 4225—(Filmed In England).  
 GARMENT JUNGLE—MD—Lee J. Cobb, Kerwin Mathews, Gia Scala—Tough pro-union story of garment industry is hard hitting melodrama; but will need plenty of push—88m.—see May 1 issue Page 4317. (144)  
 GUNS OF FORT PETTICOAT, THE—OD—Audie Murphy, Kathryn Grant, Hope Emerson—Good action programmer—82m.—see March 20 issue Page 4301—(Technicolor). (131)  
 HE LAUGHED LAST—CMU—Frankie Laine, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—see Oct. 3 issue Page 4230—(Technicolor)—Leg.: B. (105)  
 HELLCATS OF THE NAVY—D—Ronald Reagan, Nancy Davis, Arthur Franz—Okay programmer of submarine warfare—82m.—see May 1 issue Page 4317. (141)  
 LAST MAN TO HANG, THE—D—Tom Conway, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—see Nov. 14 issue Page 4250—(English-made). (117)  
 MAGNIFICENT SEVEN, THE—MD—Japanese cast—Very good entry for art and specialty spots—158m.—see Jan. 23 issue Page 4277—(Japanese-made)—(English titles)—Leg.: B.  
 MAN WHO TURNED TO STONE, THE—MD—Victor Jory, Ann Doran, Charlotte Austin—Average horror entry for the duallers—71m.—see Feb. 20 issue Page 4290—Leg.: B. (134)  
 MIAMI EXPOSE—MD—Lee J. Cobb, Patricia Medina, Edward Arnold—Average crime meller for the duallers—73m.—see Sept. 5 issue Page 4197. (106)  
 NIGHTFALL—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome addition to the program—78m.—see Dec. 12 issue Page 4261. (127)  
 1984—SFD—Edmand O'Brien, Michael Redgrave, Jan Sterling—Off-beat entry can go in art and specialty spots and many conventional situations—91m.—see Sept. 5 issue Page 4189—(Made In England). (110)  
 ODONGO—MD—Rhonda Fleming, Macdonald Carey, Juma—Pleasing programmer—85m.—see Oct. 3 issue Page 4230—(CinemaScope)—(Technicolor)—(Filmed In Africa). (109)  
 PAPA, MAMA, THE MAID, AND I—C—Robert Lamoureux, Gaby Morlay—One of the better French farces should do okay in art houses—94m.—see Oct. 31 issue Page 4241—(French-made)—(English titles and narration).  
 PHANTOM STAGECOACH, THE—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—see April 13 issue Page 4306. (137)  
 PORT AFRIQUE—MD—Pier Angeli, Phil Carey, Dennis Price—Locale helps program meller—92m.—see Sept. 19 issue Page 4225—(Technicolor)—(English-made)—(Filmed In Morocco).  
 REPRISAL—OMD—Guy Madison, Felicia Farr, Kathryn Grant—Interesting western meller—74m.—see Oct. 3 issue Page 4230—(Technicolor). (115)  
 RIDE THE HIGH IRON—D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—see Dec. 12 issue Page 4261. (128)  
 ROGUES OF SHERWOOD FOREST—ROAD—John Derek, Diana Lynn, George Macready—Reissue is okay adventure programmer—80m.—see Oct. 31 issue Page 4241. (1072)  
 RUMBLE ON THE DOCKS—D—James Darren, Laurie Carroll, Michael Granger—Average meller of 'teen-age violence will appeal most at 'teen-age audiences—82m.—see Feb. 20 issue Page 4290. Leg. of Decency "B". (124)  
 SECRET OF TREASURE MOUNTAIN—OD—Valerie French, Raymond Burr, William Prince—Routine lower half entry—68m.—see May 30 issue Page 4165. (832)  
 SEVENTH CAVALRY, THE—OMD—Randolph Scott, Barbara Hale, Jay C. Flippen—Okay outdoor meller—75m.—see Oct. 31 issue Page 4241—(Technicolor). (121)  
 SHADOW ON THE WINDOW, THE—MD—Phil Carey, Betty Garrett, John Barrymore, Jr.—Okay programmer—73m.—see March 6 issue. (133)  
 SIERRA STRANGER—W—Howard Duff, Gloria McGhee, Dick Foran—Mediocre western—74m.—see May 15 issue Page 4325. (140)  
 SILENT WORLD, THE—DOC—Made by Jacques-Yves Cousteau and Louis Malle—High rating, beautifully photographed underwater documentary is an art house natural and has appeal for many regular situations—86m.—see Oct. 3 issue Page 4230—(Technicolor)—(French-made).  
 SOLID GOLD CADILLAC, THE—Judy Holliday, Paul Douglas, Fred Clark—High rating comedy—99m.—see Sept. 5 issue Page 4205. (112)

SPIN A DARK WEB—MD—Faith Domergue, Lee Patterson, Rona Anderson—Lower half filler—76m.—see Oct. 3 issue Page 4230—(English-made)—Leg.: B. (107)  
 STORM CENTER—D—Bette Davis, Brian Keith, Kim Hunter—Thought-provoking drama on controversial theme will fare best in metropolitan and special situations 85m.—see Sept. 5 issue Page 4197. (108)  
 STORM OVER THE NILE—COSMD—Anthony Steel, Laurence Harvey, Mary Ure—Colorful remake of "Four Feathers" will have to be sold—80m.—see May 30 issue Page 4166—(Technicolor)—(CinemaScope)—(English-made). (829)  
 STRANGE ONE, THE—D—Ben Gazzara, Pat Hingle, Mark Richman—Filmization of play and novel is off-beat and interesting—97m.—see April 3 issue Page 4306—Leg.: B. (138)  
 SUICIDE MISSION—DOC—Leif Larsen—Lower half entry—70m.—see Nov. 14 issue Page 4250—(Filmed In Norway and the Shetland Islands). (123)  
 TALL T, THE—W—Randolph Scott, Maureen O'Sullivan, Richard Boone—Good Scott entry should please western and action fans—78m.—see April 3 issue Page 4306—(Technicolor). (136)  
 TEN TALL MEN—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—see Oct. 31 issue Page 4242—(Technicolor). (119)  
 TO THE ENDS OF THE EARTH—MD—Dick Powell, Signe Hasso, Maylia—Reissue is high rating meller—108m.—see Oct. 31 issue Page 4242.  
 UTAH BLAINE—W—Rory Calhoun, Susan Cummings, Angela Stevens—Average western fare for the duallers—75m.—see Jan. 23 issue Page 4277. (129)  
 WEREWOLF, THE—MD—Steven Ritch, Don Megowan, Joyce Holden—Horror meller for program—83m.—see Sept. 5 issue Page 4174. (103)  
 WHITE SQUAW, THE—W—David Brian, May Wynn, William Bishop—For the lower half—75m.—see Oct. 31 issue Page 4242. (116)  
 WICKED AS THEY COME—MD—Arlene Dahl, Phil Carey, Herbert Marshall—Fair meller for the program—94m.—(Made In England)—Leg.: B. (132)  
 YOU CAN'T RUN AWAY FROM IT—CMU—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—see Oct. 17 issue Page 4237—Leg.: B—(CinemaScope)—(Technicolor).  
 ZARAK—AD—Victor Mature, Michael Wilding, Anita Ekberg—Colorful, action packed adventure should have wide appeal—99m.—see Dec. 26 issue Page 4266—(CinemaScope)—(Technicolor)—(Made In Morocco)—Leg. B. (126)  
 ZOMBIES OF MORA TAU—MD—Gregg Palmer, Allison Hayes, Autumn Russell—Mild horror entry for the duallers—70m.—see March 6 issue—Leg. of Decency 8. (135)

TO BE REVIEWED OR IN PRODUCTION

ADMIRABLE CRICHTON, THE—Kenneth More, Diane Cilento—(English-made).  
 BEYOND MOMBASA—Donna Reed, Cornel Wilde, Leo Gen—(Technicolor)—(Made in Africa).  
 BITTER VICTORY—Richard Burton, Kurd Jurgens—(CinemaScope)—(Made In Libya and France).  
 BRIDGE ON THE RIVER KWAI, THE—William Holden, Alec Guinness—(Made in Ceylon)—(CinemaScope)—(Technicolor).  
 BROTHERS RICO, THE—Richard Conte, Dianne Foster, James Darren.  
 CALYPSO HEAT WAVE—Johnny Desmond, Merry Anders, Paul Langton.  
 DECISION AT SUNDOWN—Randolph Scott, Valerie French—(Technicolor).  
 DOMINO KID—Rory Calhoun, Kristine Miller.  
 FIRE DOWN BELOW—Rita Hayworth, Robert Mitchum, Jack Lemmon—(Technicolor)—(CinemaScope)—(Made in Trinidad)—Leg.: B.  
 FRIDAY THE 13TH—Betsy Palmer, Valerie French, Keenan Wynn.  
 GIANT CLAW, THE—Jeff Morrow, Mara Corday.  
 GOLDEN VIRGIN, THE—Joan Crawford, Rosanno Brazzi—(Made in England).  
 HIGH FLIGHT—Ray Milland, Sean Kelley, Anthony Newley—(CinemaScope)—(Technicolor)—(Made in England).  
 HOW TO MURDER A RICH UNCLE—Nigel Patrick, Charles Coburn, Wendy Hiller—(English-made).  
 JEANNE EAGLES—Kim Novak, Jeff Chandler, Charles Drake.  
 LONG HAUL, THE—Victor Mature, Diana Dors—(English-made).  
 NIGHT OF THE DEMON—Dana Andrews, Peggy Cummins—(English-made).  
 NIGHT THE WORLD EXPLODED, THE—Kathryn Grant, William Leslie.  
 NO TIME TO BE YOUNG—Robert Vaughn, Dorothy Green—Leg.: B.  
 OPERATION MAD BALL—Jack Lemmon, Kathryn Grant, Mickey Rooney.  
 PAL JOEY—Rita Hayworth, Frank Sinatra, Kim Novak—(CinemaScope)—(Technicolor).  
 PICKUP ALLEY—Victor Mature, Anita Ekberg, Trevor Howard—(CinemaScope)—(Made in Italy).  
 SHE PLAYED WITH FIRE—Jack Hawkins, Arlene Dahl, Dennis Price—(English-made).  
 THIS BITTER EARTH—Silvana Mangano, Richard Conte, Anthony Perkins—(Made in Italy)—(Technicolor).  
 3:10 TO YUMA—Glenn Ford, Van Heflin, Leora Dana.  
 TOWN ON TRIAL—John Mills, Charles Coburn, Barbara Bates—(Made in England).  
 20 MILLION MILES TO EARTH—William Hopper, Joan Taylor.  
 27TH DAY, THE—Valerie French, Gene Barry.  
 YOUNG DON'T CRY, THE—Sal Mineo, James Whitmore.

Continental

LOVE LOTTERY, THE—C—David Niven, Peggy Cummins, Anne Vernon—Light weight English farce—89m.—see Feb. 20 issue Page 4293—(Technicolor)—(English-made).  
 SECRETS OF THE REEF—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry of life under water—72m.—see Oct. 31 issue Page 4245—(Eastman-color).

SHIP THAT DIED OF SHAME, THE—D—Richard Attenborough, George Baker, Virginia McKenna—Interesting entry—91m.—see Sept. 5 issue Page 4220—(English-made)  
 SNOW WAS BLACK, THE—D—Daniel Gelin, Marie Mansart, Valentina Tessier—Well-made off-beat entry for art spots—105m.—see Nov. 28 issue Page 4257—(French-made)—(English titles)—Leg.: C.

TO BE REVIEWED OR IN PRODUCTION

NOTEBOOKS OF MAJOR THOMPSON, THE—Jack Buchanan, Martine Carol, Noel-Noel—(Made In France).

DCA

(Distributors Corporation Of America)

BABY AND THE BATTLESHIP, THE—C—John Mills, Richard Attenborough, Martyn Garrett—Fairly amusing British farce—96m.—see April 3 issue Page 4306—(Eastman color)—(English-made).  
 BATTLE HELL—DOCMD—Richard Todd, William Hartnell, Akim Tamiroff—Excellent recreation of British naval exploit—110m.—see May 15 issue Page 4325—(English-made).  
 COLDITZ STORY, THE—MD—John Mills, Eric Portman, Frederick Valk—Interesting English prisoners of war story—97m.—see May 1 issue Page 4318—(English-made).  
 GOLD OF NAPLES—COMP—Toto, Sophia Loren, Vittorio DeSica, Silvana Mangano—Entertaining import of four short stories for the art spots—107m.—see March 20 issue Page 4301—(Italian-made)—(English titles)—Leg. of Decency 8.  
 JEDDA THE UNCIVILIZED—OD—Off beat, interesting entry for art and specialty spots—88m.—see July 11 issue Page 4185—Leg.: B—(Print by Eastman Color)—(Filmed In Australia).  
 1,000 YEARS FROM NOW—MD—Robert Clarke, Margaret Field—Reissue of "Captive Women" should be exploitable—65m.—see April 3 issue Page 4307.  
 PRIVATE'S PROGRESS—F—Richard Attenborough, Dennis Price—Highly amusing import—96m.—see Sept. 5 issue Page 4214—(English-made).  
 ROCK, ROCK, ROCK—MU—Tuesday Weld, Alan Freed, Frankie Lyman and Teen-Agers—Picture with the beat, okay dualler—83m.—see Dec. 26 issue Page 4266.  
 WOMAN OF ROME—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots or exploitation houses—93m.—see Jan. 23 issue Page 4277—(Italian-made)—(Dubbed In English)—Leg.: C.

TO BE REVIEWED OR IN PRODUCTION

BERMUDA AFFAIR—Kim Hunter, Gary Merrill—(English-made).  
 EVERY SECOND COUNTS—Barbara Laage—(Subtitled).  
 GREEN MAN, THE—Alasstair Sim, Jill Adams—(English-made).  
 HELL IN KOREA—Stanley Baker, George Baker—(English-made).  
 JOHN AND JULIE—Maira Lister, Constance Cummings—(Eastman Color)—(English-made).  
 LOSER TAKES ALL—Rosanno Brazzi, Glynnis Johns—(CinemaScope)—(Eastman Color)—(English-made).  
 MILLER'S BEAUTIFUL WIFE, THE—Vittorio De Sica, Sophia Loren—(Technicolor)—(Titles).  
 SCANDAL IN SORRENTO—Vittorio De Sica, Sophia Loren—(CinemaScope)—(Technicolor).  
 UNNATURAL—Hildegard Neff, Eric Van Stroheim.  
 WIDOW, THE—Patricia Roc, Akim Tamiroff—(English-made).

Metro

(1955-56 Releases from 602)

BARRETT'S OF WIMPOLE STREET, THE—ROMD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—see Jan. 23 issue Page 4277—(CinemaScope)—(Metrocolor)—(Made In England). (718)  
 BOOM TOWN—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the nemes and excitement—120m.—see Oct. 31 issue Page 4242. (704)  
 BOYS' TOWN—MD—Spencer Tracy, Mickey Rooney, Henry Hull—Reissue of top-notch family meller—96m.—see Jan. 23 issue Page 4278—(Reissue). (716)  
 DESIGNING WOMAN—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—see March 20 issue Page 4301—(CinemaScope)—(MetroColor)—Leg.: B. (724)  
 EDGE OF THE CITY—D—John Cassavetes, Sidney Poitier, Kathleen Maguire—Off-beat drama has much merit and many angles—85m.—see Jan. 9 issue. (714)  
 FASTEST GUN ALIVE, THE—OD—Glenn Ford, Jeanne Crain, Broderick Crawford—Interesting offbeat western has names to help—89m.—see June 27 issue Page 4181. (634)  
 GASLIGHT—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—see April 3 issue Page 4307—(Reissue). (725)  
 GREAT AMERICAN PASTIME, THE—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—see Nov. 28 issue Page 4257. (710)  
 GREEN DOLPHIN STREET—D—Lana Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—see Jan. 23 issue Page 4278—(Reissue). (715)  
 HAPPY ROAD, THE—C—Kene Kelly, Barbara Laage, Bobby Clark, Brigitte Fossey—Fine family fare—100m.—see Feb. 6 issue Page 4285—(Filmed In France).  
 HIGH SOCIETY—CMU—Frank Sinatra, Grace Kelly, Bing Crosby—High rating amusement—107m.—see July 25 issue Page 4190—(Leg.: B—(Color by Technicolor)—(VistaVision). (637)  
 HOT SUMMER NIGHT—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—Interesting program entry—86m.—see Feb. 6 issue Page 4285. (719)  
 IRON PETTICOAT, THE—C—Bop Hope, Katherine Hepburn, Noelle Middleton—Fairly amusing Hope entry—87m.—see Jan. 9 issue—(VistaVision)—(Technicolor)—(Made In England)—Leg.: B. (712)









# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4321, and 4322 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

Release No. Release Date Title Rating Running Time Page Reviewed In Pink Section

## Buena Vista

### TECHNICOLOR FEATURETTE

(.....) Caw Dog .....E 22m. 4246  
(.....) Wet Back Island .....E 18m. 4331

### PEOPLES AND PLACES

(CinemaScope; Technicolor)

(.....) Disneyland .....E 42m. 4271

### WALT DISNEY CARTOONS

(.....) A Cowboy Needs A Horse. E 8m. 4247

### WALT DISNEY CLASSIC CARTOON REISSUES

(Technicolor)

74101 (Aug. 3) The Hockey Champ .....E 7m. 4208  
74102 (Aug. 24) Pluto at the Zoo.....G 8m. 4211  
74103 (Sept. 14) Donald's Tire Trouble .....E 7m. 4247  
74104 (Oct. 5) The Purloined Pup.....G 7m. 4247  
74105 (Oct. 26) Bill Posters .....G 8m. 4252  
74106 (Nov. 16) Pluto's Playmate .....E 8m. 4256  
74107 (Dec. 7) Donald's Snow Fight.....G 7m. 4283  
74108 (Dec. 28) Society Dog Show .....E 7m. 4283  
74108 (Jan. 18) Donald's Gold Mine.....G 7m. 4283  
74110 (Feb. 8) T-Bone Far Two .....G 7m. 4283  
74111 (Mar. 1) Dumbell Of The Yukon...G 7m. 4294  
74112 (Mar. 22) Bone Trouble .....E 9m. 4294  
74113 (.....) Window Cleaners .....G 8 1/2m. 4295

## Columbia

### TWO REEL COMEDIES ALL-STAR

1475 (Jan. 22) Pardon My Nightshirt (Clyde) .....F 16m. 4283

### ASSORTED FAVORITE REPRINTS (E)

1421 (Sept. 20) Clunked In the Clink (Vague) .....F 16m. 4246  
1422 (Oct. 18) When the Wife's Away (Hugh Herbert) .....F 17m. 4246  
1423 (Dec. 12) She Took A Powder (Vague) .....G 16m. 4294  
1424 (Jan. 3) Nervous Shakedown (Herbert) .....F 15 1/2m. 4294  
1425 (Feb. 7) A Miss In a Mess (Vague) .....F 15 1/2m. 4303  
1426 (Apr. 4) Hot Heir (Hugh Herbert)...F 18m.

### COMEDY FAVORITE RE-RELEASES

1431 (Oct. 11) Scooper Dooper (Sterling Holloway) .....F 18m. 4246  
1432 (Nov. 15) Jiggers My Wife (Shemp Howard) .....F 18m. 4294  
1433 (Dec. 20) The Sheepish Wolf (VonZell) .....F 17 1/2m. 4294  
1434 (Jan. 24) Where The Pest Begins (Shemp Howard) .....B 17m. 4294  
1435 (Mar. 7) Stage Frights (Collins and Kennedy) .....F 19m.

### CINEMASCOPE MUSICAL TRAVELARKS (Technicolor)

1441 (Feb. 14) Wonders of New Orleans G 19m. 4275  
1442 (Apr. 18) Wonders of Washington...E 20m. 4310

### FEATURETTE (CinemaScope) (Technicolor)

(.....) Arrivederci Roma .....

### SERIALS

1120 (Nov. ) Hop Harrigan (Reissue)...G 15ep. 4272  
1140 (Mar. ) Congo Bill (Reissue) .....G 15ep. 4311

### THE THREE STOOGES (E)

1401 (Sept. 6) Hot Stuff .....F 16m. 4246  
1402 (Oct. 4) Scheming Schemers .....F 16m. 4259  
1403 (Nov. 8) Commotion On The Ocean F 16m. 4275  
1404 (Jan. 17) Hoofs And Goofs.....B 15 1/2m. 4281  
1405 (Feb. 28) Muscle Up A Little Closer..F 17m. 4294  
1406 (Mar. 28) A Merry Mix-Up .....F 16m. 4310  
1407 (Apr. 18) Space Ship Sappy .....

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### One Reel CANDID MICROPHONES (Reissue)

1551 (Sept. 20) Series 3, No. 3.....G 10 1/2m. 4256  
1552 (Dec. 6) Series 3, No. 4 .....F 11m. 4295  
1553 (Jan. 3) Series 3, No. 5 .....G 10m. 4295  
1554 (Mar. 7) Series 3, No. 6 .....F 10m.

### CAVALCADE OF BROADWAY (Reissue)

1951 (Sept. 6) Cafe Society .....G 11m. 4256  
1952 (Nov. 8) Blue Angel .....G 10 1/2m. 4295  
1953 (Dec. 21) Village Born .....G 9m. 4295  
1954 (Feb. 21) Leon and Eddie's .....G 11m. 4315  
1955 (Apr. 11) The Versailles .....G 10m.

### COLOR FAVORITES CARTOONS (Technicolor) (Reissue)

1601 (Sept. 6) Leave Us Chase It .....F 6 1/2m. 4247  
1602 (Oct. 4) Topsy Turkey .....F 6 1/2m. 4247  
1603 (Nov. 1) Silent Tweetment .....F 6 1/2m. 4295  
1604 (Nov. 15) Cao-Coo Bird Dog .....F 6m. 4294  
1605 (Dec. 13) Concerto in B-Flat Minor..G 7m. 4294  
1606 (Jan. 17) Robin Hoodlum .....G 7m. 4295  
1607 (Feb. 7) Fowl Brawl .....F 7m. 4303  
1608 (Feb. 21) Magic Fluke .....G 7m. 4311  
1609 (Mar. 14) Cat-Tastrophe .....F 6m. 4331  
1610 (Apr. 4) Punchy DeLeon .....G 6 1/2m. 4331  
1611 (Apr. 18) Wacky Quacky .....F 6m.

### CINEMASCOPE MAGOOS (Technicolor)

1751 (Sept. 13) Trail Blazer Magoo .....E 6m. 4246  
1752 (Oct. 18) Magoo's Prabiem Child...G 6 1/2m. 4246  
1753 (Dec. 27) Meet Mother Magoo .....E 6m. 4283  
1754 (Feb. 21) Magoo Goes Overboard...G 6m. 4294  
1755 (Apr. 25) Matador Magoo .....

### SCREEN SNAPSHOTS

1851 (Dec. 15) Hollywood Stars At A Party (Color) .....F 9 1/2m. 4283  
1852 (Feb. 28) Hollywood Star Night (Tech.) .....G 10m. 4315  
1853 (Mar. 28) WAIF International Ball (Color) .....

### WORLD OF SPORTS

1801 (Oct. 25) Asphalt Playground .....G 10m. 4276  
1802 (Nov. 29) Midget Musclemen .....G 9m. 4283  
1803 (Dec. 27) Tee Topnotchers .....F 10m. 4295  
1804 (Jan. 31) Sharpshootin' Sportsmen...F 9m. 4295  
1805 (Feb. 28) Flying Horses .....F 9m. 4315

## MGM

### THREE REEL CINEMASCOPE SPECIAL (Eastman Color)

A-801 (Oct. 5) The Battle of Gettysburg E 30m. 4252

### One Reel CINEMASCOPE CARTOONS (Technicolor)

C-831 (Sept. 7) Muscle Beach Tom .....G 7m. 4203  
C-832 (Sept. 21) Millionaire Droopy .....E 7m. 4208  
C-833 (Oct. 12) Dawnbeat Bear .....G 7m. 4208  
C-834 (Nov. 16) Blue Cat Blues.....G 7m. 4299  
C-835 (Dec. 14) Barbecue Brawl .....G 7m. 4311  
C-836 (Jan. 25) Cat's Meow .....F 7m. 4311  
C-837 (Feb. 22) Tops With Pops .....F 7m. 4315  
C-838 (Mar. 29) Give And Tyke .....G 7m. 4315

### GOLD MEDAL REPRINT CARTOONS (Technicolor)

W-861 (Sept. 28) Polka Dot Puss (T-J) .....F 8m. 4236  
W-862 (Oct. 5) The Bear And the Bean (B-B) .....G 7m. 4235  
W-863 (Oct. 26) Heavenly Puss (T-J).....F 8m. 4235  
W-864 (Nov. 9) Bad Luck Blackie (T-A)...G 7m. 4260  
W-865 (Nov. 30) Cueball Cat (T-J).....G 7m. 4260  
W-866 (Dec. 7) Senor Droopy (D) .....G 8m. 4260  
W-867 (Dec. 28) Little Rural Riding Hood (T-A) .....G 6m. 4260  
W-868 (Jan. 4) The Cat And The Mermouse (T-J) .....G 7 1/2m. 4311  
W-869 (Jan 18) The Cuckoo Clock (T-A)...G 7m. 4311  
W-870 (Feb. 1) Tennis Chumps (T-J) .....E 7m. 4311

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W-871 (Feb. 15) The Bear And The Hare (B-B) .....F 7m. 4311  
W-872 (Mar. 8) Saturday Evening Puss (T-J) .....G 7m. 4311  
W-873 (Mar. 22) Garden Gophers (T-A) ....F 7m. 4311

## Paramount

### CARTOON CHAMPION REISSUES (Technicolor)

S16-1 (Sept. 21) Mice Meeting You .....G 7m. 4235  
S16-2 (Sept. 21) Sock-A-Bye Kitty .....G 7m. 4236  
S16-3 (Sept. 21) Casper's Spree Under The Sea .....E 8m. 4235  
S16-4 (Sept. 21) One Quack Mind .....F 7m. 4235  
S16-5 (Sept. 21) Mice Paradise .....G 7m. 4235  
S16-6 (Sept. 21) Once Upon A Rhyme .....G 8m. 4235  
S16-7 (Sept. 28) Hold The Lion Please .....G 7m. 4235  
S16-8 (Sept. 28) Land Of Lost Watches .....G 9m. 4235  
S16-9 (Sept. 28) To Boo Or Not To Boo G 7m. 4236  
S16-10 (Sept. 28) As The Crow Lies .....F 6m. 4235  
S16-11 (Sept. 28) Slip Us Some Redskin...G 7m. 4236  
S-16-12 (Sept. 28) Boo Scout .....G 8m. 4235

### CASPER CARTOONS (Technicolor)

B16-1 (Nov. 2) Fright From Wrong.....G 6m. 4256  
B16-2 (Jan. 4) Spooking About Africa...F 6m. 4295  
B16-3 (Mar. 1) Hooky Spooky .....

### HERMAN AND CATNIP CARTOONS (Technicolor)

H16-1 (Dec. 7) Hide and Peak.....F 6m. 4295  
H16-2 (Feb. 22) Cat In The Act.....

### NOVELTOONS (Technicolor)

P16-1 (Oct. 19) Sir Irving And Jeames...G 7m. 4256  
P16-2 (Dec. 21) Lion In The Roar.....F 6m. 4295  
P16-3 (Jan. 25) Pest Pupil .....F 6m. 4295  
P16-4 (Mar. 29) Fishing Tackler .....

### POPEYE CARTOONS (Technicolor)

E16-1 (Oct. 12) Parlez Vous Woo.....G 6m. 4256  
E16-2 (Nov. 16) I Don't Scare.....F 6m. 4295  
E16-3 (Dec. 14) A Haul In One.....G 6m. 4295  
E16-4 (Feb. 8) Nearlyweds .....

### SPEAKING OF ANIMALS CHAMPIONS (Reissue)

A15-1 (Sept. 30) Taln't So .....F 10m. 4044  
A15-2 (Sept. 30) Monkey Shines .....G 9m. 4044  
A15-3 (Sept. 30) Be Kind To Animals .....E 8m. 4043  
A15-4 (Sept. 30) From A to Zoo .....E 9m. 4043

### TOPPERS

M15-1 (Oct. 7) Three Kisses .....E 10m. 4084  
M15-2 (Nov. 11) Reunion In Paris .....G 10m. 4096  
M15-3 (Jan. 27) Animals a la Carte.....F 10m. 4105  
M15-4 (Mar. 9) There's Gold In Them Thrills .....F 10m. 4126  
M15-5 (May 4) Ups And Downs .....G 9m. 4179  
M15-6 (Aug. 24) Herman Hickman's Football Review .....G 10m. 4256

### VISTAVISION SPECIALS (Technicolor)

V15-1 (.....) Bing Presents Oreste .....E 10m. 4126  
V15-2 (June 29) VistaVision Visits Panama .....G 10m. 4187  
V15-3 (Aug. 3) VistaVision Visits Gibraltar .....G 10m. 4240  
V15-4 (Oct. 5) VistaVision Visits Austrla..E 17m. 4252

## Republic

### SERIALS

5682 (Oct. 15) Federal Operator 99 (Reissue) .....G 12ep. 4246  
5683 (Jan. 14) Dangers Of The Canadian Mounted (Reissue) .....G 12ep. 4299  
(.....) The Purple Monster Strikes (Reissue) .....G 15ep. 4323

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>20th Century-Fox</b>					
<b>ONE REEL</b>					
<b>CINEMASCOPE</b>					
(Color)					
7701	(Jan.)	Port Of Sports	G	9m.	4331
7702	(Feb.)	Divided By The Sea	E	7m.	4331
7703	(Mar.)	Future Baseball Champs (Black and White)	G	10m.	4331
7704	(Apr.)	Bluefin Fury	E	8m.	4331
7705	(May)	Orient Express To Hong Kong	G	9m.	4331
<b>TWO REEL</b>					
<b>CINEMASCOPE COLOR SPECIALS</b>					
7608	(Apr.)	Land Of The Bible (Deluxe Color)	E	18m.	4114
7609	(June)	Dark Wave (Technicolor)	E	23m.	4177
<b>One Reel</b>					
<b>CINEMASCOPE TERRYTOONS</b>					
(Technicolor)					
5701	(Jan.)	John Doormat In Topsy TV F	F	7m.	4315
5702	(Feb.)	Spoofy In Gag Buster	F		
5703	(Mar.)	Beefy In A Bum Steer	F		
5704	(Apr.)	Sniffer In The Bone Ranger	F		
5105	(May)	Gaston Is Here	F		
		Flebus	G	7m.	4331
<b>TERRYTOONS</b>					
(Technicolor)					
5731	(Jan.)	Heckle And Jeckle In Pirate's Gold	F		
5732	(Feb.)	A Hare-Breadth Finish	F		
5733	(Mar.)	African Jungle Hunt	F		
5734	(Apr.)	Dimwit In Daddy's Little Darling	F		
5735	(May)	Love Is Blind	F		
<b>MOVIETONE MELODY</b>					
7201	(Nov.)	Lawrence Welk and His Champagne Music (Reissue)	F	9m.	4295

<b>Universal-International</b>					
<b>Two Reel</b>					
<b>SPECIAL</b>					
3601	(Mar. 4)	Song Of The Grape (Color)	G	20m.	4323
<b>MUSICAL FEATURETTES</b>					
2651	(Nov. 28)	Ralph Marterie And His Orchestra	G	15m.	4075
2652	(Dec. 26)	Melodies By Martin	G	16m.	4095
2653	(Jan. 23)	Lionel Hampton And Herb Jeffries	G	15m.	4103
2654	(Feb. 27)	Tennessee Plowboy	F	13m.	4103
2655	(Mar. 19)	Around The World Review	G	16m.	4137
2656	(Apr. 23)	The Mills Brothers On Parade	G	16m.	4177

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
2657	(May 21)	Cool And Groovy	F	15m.	4177
2658	(June 25)	Rhythms With Rusty	F	15m.	4203
2659	(July 23)	Mirth And Melody	F	15m.	4235
2660	(Aug. 26)	Bright And Breezy	G	16m.	4208
2661	(Sept. 24)	Mr. Black Magic (1956-57)	G	16m.	4235
3651	(Nov. 25)	Riddles In Rhythm	G	15m.	4283
3652	(Dec. 17)	Skylarkin' Time	F	15m.	4283
3653	(Feb. 11)	Rhythms With Regis	F	14m.	4315
3654	(Feb. 25)	Golden Ladder	G	15m.	4323
3655	(Mar. 11)	Swingin' And Singin'	G	15m.	4331
<b>COLOR PARADES</b>					
3671	(Dec. 24)	Holiday In The Hills	G	9m.	4283
3672	(Jan. 21)	Valley Of Two Faces (CS)	G	10m.	4283
3673	(Feb. 11)	Frozen Frontier	G	9m.	4323
3674	(Mar. 25)	Junior Jamboree	G	9m.	4323
3675	(May 20)	Crossroads Of The Ages	G	9m.	4323
<b>WALTER LANTZ CARTUNES</b>					
(Technicolor)					
3611	(Dec. 17)	Woodpecker Meets Davy Crewcut	G	6m.	4283
3612	(Jan. 14)	Fowled Up Party	G	6m.	4283
3613	(Feb. 11)	Red Riding Hoodlum	G	6m.	4283
3614	(Mar. 11)	The Plumber Of Seville	F	6m.	4283
3615	(Apr. 8)	Box Car Bandit	G	6m.	4283
3616	(May 6)	Operation Cold Feet	G	6m.	4283
3617	(June 3)	Unbearable Salesman	G		
3618	(July 1)	International Woodpecker	G	6m.	4323
3619	(July 29)	To Catch A Woodpecker	G		
3620	(Aug. 26)	Goofy Gardner	G		
<b>VARIETY VIEWS</b>					
3691	(Feb. 4)	Milk Run	G	9m.	4323
3692	(Mar. 4)	Monkeys Are The Craziest	F	9m.	4323
3693	(Apr. 1)	Bear Cubs Go Rural	F	9m.	4323
3694	(May 6)	Brooklyn Goes To Detroit	F	9m.	4323

<b>Warners</b>					
<b>SPECIAL FEATURETTES</b>					
4911	(.....)	Chasing The Sun	G	36m.	4252
<b>Two Reel</b>					
<b>WARNERCOLOR SCOPE GEMS</b>					
4101	(Oct. 6)	South Of The Himalayas	E	18m.	4264
4102	(Dec. 29)	The Legend Of El Dorado	E	18m.	4310
4103	(July 13)	Blue Danube	E		
<b>SPECIALS</b>					
(WarnersColor)					
4001	(Sept. 8)	East Is East	G	18m.	4246
4002	(Dec. 2)	Howdy Partner	G	18m.	4311
4003	(Mar. 2)	Pearls Of The Pacific	G		
<b>BLUE RIBBON HIT PARADES</b>					
(Reissue)					
(Technicolor)					
4301	(Sept. 15)	Mouse Mazurka	F	8m.	4247
4302	(Oct. 20)	Paying The Piper	F	7m.	4247
4303	(Nov. 17)	Daffy Duck Hunt	F	7m.	4264
4304	(Dec. 1)	Henhouse Henery	E	7m.	4272
4305	(Jan. 19)	Swallow The Leader	F	7m.	4323
4306	(Feb. 2)	For Scent-imental Reasons	G	7m.	4323

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
4307	(Mar. 9)	Mouse Wreckers	G	7m.	4323
4308	(Apr. 6)	Dough For The Do-Do	F	7m.	4323
4309	(Apr. 27)	Fast And Furry-Ous	G	7m.	4323
4310	(May 18)	Bear Feat	F		
4311	(June 29)	Each Dawn I Crow	F		
4312	(July 27)	Bad Ol' Putty Tat	F		
<b>BUGS BUNNY SPECIALS</b>					
(Technicolor)					
4723	(Sept. 15)	A Star Is Bored	G	7m.	4247
4724	(Oct. 27)	Wideo Rabbit	G	7m.	4256
4725	(Dec. 15)	To Hare Is Human	F	7m.	4311
4726	(Feb. 9)	Ali Baba Bunny	E	7m.	4311
4727	(Apr. 13)	Bedeveled Rabbit	F		
4728	(May 25)	Piker's Peak	F		
4729	(July 6)	What's Opera Doc?	F		
<b>MERRIE MELODIES</b>					
(Technicolor)					
4701	(Sept. 1)	Slap Hoppy Mouse	G	7m.	4227
4702	(Sept. 20)	Deduce, You Say!	G	7m.	4247
4703	(Oct. 13)	Yankee Dood It	F	7m.	4256
4704	(Nov. 10)	There They Go-Go-Go	F	7m.	4256
4705	(Nov. 24)	Two Crows From Tacos	G	7m.	4247
4706	(Dec. 8)	The Honey Mousers	G	7m.	4311
4707	(Jan. 5)	The Three Little Bops	E	7m.	4311
4708	(Jan. 12)	Tweet Zoo	F	7m.	4311
4709	(Jan. 26)	Scrambled Aches	F	7m.	4311
4710	(Feb. 23)	Go Fly A Kite	G	7m.	4311
4711	(Mar. 16)	Tweety And The Beanstalk	E	7m.	4311
4712	(Apr. 20)	Boyhood Daze	F		
4713	(May 4)	Cheese It, The Cat	F		
4714	(May 11)	Fox Terror	F		
4705	(June 8)	Steal Wool	F		
4716	(June 22)	Boston Quackie	F		
4717	(July 20)	Tobasco Road	F		

<b>WARNERCOLOR SPECIALS</b>					
4401	(Oct. 27)	Playtime Pals	G	9m.	4247
4402	(Mar. 30)	I'll Be Doggoned	F		
4403	(June 1)	Black Forest	F		
<b>WARNERCOLOR SCOPE GEMS</b>					
4501	(Sept. 22)	Crossroads Of The World	E	9m.	4276
4502	(Nov. 3)	Magic In The Sun	E	8m.	4283
4503	(Feb. 16)	Under Carib Skies	F	9m.	4323

<b>Miscellaneous</b>					
Bloodstock (BIS) (Color)	F	15m.	4310		
Bespoke Overcoat, The (Arthur)	F	33m.	4281		
Challenge In The Air (BIS)	F	13 1/2m.	4315		
Face Of Lincoln, The (Cavalcade)	G	20m.	4331		
Hidden Talent (McCarthy)	F	17m.	4272		
Impression Of London, An (BIS) (Technicolor)	E	14m.	4311		
Majesty Of The Air (BIS) (Tech.)	G	21m.	4311		
Red Balloon, The (Lopert) (Tech.)	E	34m.	4310		
Suez Canal—(Technicolor)—(deRochemont)	E	25m.	4221		
Trooping The Colour (BIS) (Tech.)	G	10m.	4331		
True Story Of The Civil War, The (Film Representations)	E	33m.	4331		



A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	20th-FOX	UNIVERSAL	WARNERS	MISC.
<b>Chain Of Evidence</b> Bill Elliott, James Lydon, Claudia Barrett	<b>The Man Who Turned To Stone</b> Victory Jory, Ann Doran	<b>Ten Thousand Bedrooms</b> (CS-MC) Dean Martin, Anna Marie Alberghetti, Eva Bartok	<b>The Mountain</b> (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	<b>Tears For Simon</b> (Tricolor) David Farrar, Julie Arnall (English-made)	<b>The Iron Sheriff</b> Sterling Hayden, Constance Ford (Grand)	<b>Battle Hymn</b> (CS-TC) Rock Hudson, Martha Hyer, Dan Durvea	<b>The Wrong Man</b> Henry Fonda, Vera Miles	<b>Runaway Daughters</b> (American-Int.) Marla English, John Lital
<b>Not Of This Earth</b> Paul Birch, Beverly Garland	<b>Zombies Of Mora-Tau</b> Allison Hayes, Majorie Eaton	<b>Hot Summer Night</b> Leslie Nielsen, Coleen Miller	<b>The Search For Bridley Murphy</b> (VV) Teresa Wright, Louis Hayward	<b>Above Us The Waves</b> (English-made) John Mills (English-made)	<b>12 Angry Men</b> Henry Fonda, Lee J. Cobb (Orion-Nova)	<b>The Night Runner</b> Ray Danton, Colleen Miller	<b>Shake, Rattle and Rock</b> (American-Int.) Fats Domino, Lisa Gaye	
<b>Attack Of The Crab Monsters</b> Richard Garland, Pamela Duncan	<b>Guns Of Fort Petticoat</b> (TC) Audie Murphy, Kathryn Grant	<b>Invitation To The Dance</b> (TC) Gene Kelly	<b>Hollywood Or Bust</b> (VV-TC) Dean Martin, Jerry Lewis	<b>The Congress</b> (Tricolor-Color) (German-made)	<b>War Drums</b> Lex Barker, Joan Tyler (Bel-Air)	<b>Gun For A Coward</b> (CS-EC)	<b>The Big Land</b> (WC) Alan Ladd, Virginia Mayo, Edmond O'Brien	<b>Cinderella</b> (RE) (TC)
<b>Last Of The Badmen</b> (CS-Color) G. Montgomery, Meg Randall, Keith Larsen	<b>The Tall T</b> (TC) Randolph Scott, Richard Boone, Maureen O'Sullivan	<b>Lizzie</b> Eleanor Parker, Richard Boone, Joan Blondell	<b>The Rainmaker</b> (VV-TC) Burt Lancaster, Katharine Hepburn	<b>Accused Of Murder</b> (Tricolor-Naturama) David Brian, Vera Ralston	<b>Monkey On My Back</b> Cameron Mitchell, Dianne Foster (Small)	<b>Paris Does Strange Things</b> (TC)	<b>Strange Things</b> (TC)	<b>(Buena Vista)</b> (Disney)
<b>Hold That Hypnotist</b> Bowery Boys	<b>The Phantom Stagecoach</b> William Bishop, Kathleen Crowley	<b>Designing Woman</b> (CS-Color) Gregory Peck, Lauren Bacal	<b>Fear Strikes Out</b> (VV) Anthony Perkins, Naroma Moore	<b>Duel At Apache Wells</b> (Naturama) Anna Marie Alberghetti, Ben Cooper, Jim Davis	<b>The Ride Back</b> Anthony Quinn, Lita Milan (Associates and Aldrich)	<b>Ingrid Bergman, Mel Ferrer</b> (Made in France)	<b>Flesh and The Spur</b> (Eastman Color) John Algar, Marla English (American-Int.)	<b>Naked Paradise</b> (Pathe Color) Richard Denning, Beverly Garland (American-Int.)
<b>Footsteps In The Night</b> Bill Elliott	<b>The Strange One</b> Ben Gazzara, Julie Wilson	<b>The Vintage</b> (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer	<b>Funny Face</b> (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	<b>Affair In Reno</b> (Naturama) John Lund, Doris Singleton, John Archer	<b>Gun Duel</b> George Montgomery, Ann Robinson (Peerless)	<b>The Spirit Of St. Louis</b> (CS-WC) James Stewart	<b>The Undead</b> Richard Garland, Pamela Duncan (American-Int.)	<b>Voodoo Woman</b> Marla English, Tom Conway, Touch Connors (American-Int.)
<b>The Badge Of Marshal Brennan</b> Jim Davis, Arleen Whelan	<b>Abandon Ship</b> Tyronne Power, Mai Zetterling, Lloyd Nolan (English-made)	<b>Gaslight</b> (RE)	<b>The Buster Keaton Story</b> (VV) Rhonda Fleming, Donald O'Connor, Ann Blyth	<b>Hell's Crossroads</b> (Naturama) Stephen McNally, Peggie Castle, Barton MacLane	<b>China Gate</b> (CS) Gene Barry, Angie Dickson, Nat 'King' Cole	<b>The Counterfeit Plan</b> Zachary Scott, Feggie Castle (English-made)		
<b>Dragoon Wells Massacre</b> (CS-Color) Barry Sullivan, Mona Freeman, Dennis O'Keefe Katy Jurado	<b>Hellcats Of The Navy</b> Ronald Reagan, Nancy Davis	<b>The Postman Always Rings Twice</b> (RE)	<b>Public Pigeon No. 1</b> (TC) Red Skelton, Vivian Blaine, Janet Blair	<b>Man In The Road</b> Derek Farr, Ella Raines (English-made)	<b>Saint Joan</b> Richard Widmark, Jean Seberg (Preminger)	<b>The Girl In The Kremlin</b> Lex Barker, Zsa Zsa Gabor	<b>Untamed Youth</b> Mamie Van Doren, Lori Nelson, John Russell	<b>If All The Guys In The World</b> (French-made) (BuenaVista)
<b>The Persuader</b> James Craig, Kristine Miller	<b>Sierra Stranger</b> Robert Duff, Gloria McGhee	<b>Tarzan And The Lost Safari</b> Gordon Scott, Betta St. John	<b>The Young Stranger</b> James MacArthur, Kim Hunter	<b>The Weapon</b> Steve Cochran, Lizabeth Scott, Herbert Marshall	<b>Sweet Smell Of Success</b> Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	<b>The Deadly Montis</b> Craig Stevens	<b>Shoot Out At Medicine Bend</b> Randolph Scott, James Craig, Angie Dickinson	<b>Reach For The Sky</b> Kenneth More, (English-made) (Rank)
<b>Destination 60,000</b> Preston Foster, Jeff Donnell	<b>The Garment Jungle</b> Lee J. Cobb, Kerwin Mathews, Gia Scala	<b>This Could Be The Night</b> (CS) Jean Simmons, Paul Douglas, Joan Blondell	<b>Man In The Hat</b> Derek Farr, Ella Raines (English-made)	<b>Bad Lands Of Montana</b> Rex Reason, Margia Dean (Regalscope)	<b>Trooper Hook</b> Joel McCrea, Barbara Stanwyck (Fielding)	<b>Man Afraid</b> (CS) George Nader, Phyllis Thaxter, Tim Hovey	<b>The Winning Team</b> (RE) Doris Day	<b>Battle Hell</b> (DCA) (English-made) Richard Todd
<b>The Oklahoman</b> (CS-Color) Joel McCrea, Barbara Hale	<b>The Burglar</b> Dan Durvea, Jayne Mansfield	<b>The Little Hut</b> (Color) Ava Gardner, Stewart Grainger, David Niven (Made in England)	<b>The Weapon</b> Steve Cochran, Lizabeth Scott, Herbert Marshall	<b>The Way To The Gold</b> (CS) Jeffrey Hunter, Sheree North, Barry Sullivan	<b>The Big Caper</b> Rory Calhoun, Mary Costa (Pine-Thomas)	<b>The Kettles On Old MacDonald's Farm</b> Marjorie Main, Parker Fennelly	<b>The West Point Story</b> (RE) James Cagney	<b>The Green Man</b> (DCS) (English-made) Alastair Sim, Jill Adams
<b>Storm Out Of The West</b> Dale Robertson, Lola Maxwell, Derek Bond	<b>Beyond Mombasa</b> (TC) Cornel Wilde, Donna Reed	<b>The Seventh Sin</b> (CS) Eleanor Parker, Bill Travers, George Sanders	<b>The Restless Breed</b> Scott Brady, Ann Bancroft (Color)	<b>Desk Set</b> (DS-DC) Spencer Tracy, Katharine Hepburn, Joan Blondell	<b>Bayou</b> Peter Graves, Lita Milan (Fessler-Ripps)	<b>The Monster That Challenged The World</b> Tim Holt, Audrey Dalton (Gardner-Levy)	<b>Strangers On A Train</b> (RE) Farley Granger	<b>Young Man With A Horn</b> (RE) Kirk Douglas
<b>Let's Be Happy</b> (CS-TC) Tony Martin, Vera-Ellen	<b>Clypso Heat Wave</b> Johnny Desmond, Merry Anders	<b>Something Of Value</b> Rock Hudson, Dana Wynter, Wendy Hiller	<b>Two Grooms For A Bride</b> Virginia Bruce, John Carroll	<b>Two Grooms For A Bride</b> Virginia Bruce, John Carroll	<b>Two Grooms For A Bride</b> Virginia Bruce, John Carroll	<b>The Vampire</b> John Beal, Coleen Gray (Gardner-Levy)		
<b>Spook Chasers</b> Bowery Boys	<b>The Night The World Exploded</b> Kathryn Grant, William Leslie	<b>The Bride Goes Wild</b> (RE)	<b>Our Vines Have Tender Grapes</b> (RE)					
<b>Hot Rod Rumble</b> Leigh Snowden, Wright King	<b>The Giant Claw</b> Jeff Morrow, Mara Corday							
<b>Aqua Dive Girl</b> Mara Corday, Pat Conway	<b>The Heart Of Show Business</b> (Ralph Staub)							

**SYMBOLS USED ABOVE:** CS—CinemaScope, DC—Deluxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TV—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

**TODAY-**

**A GUY**

**HOOKED**

**BY THE**

**DOPE**

**HABIT!**

*YESTERDAY - The Idol of Millions...*

EDWARD SMALL presents

# MONKEY ON MY BACK

The Story of Barney Ross

Not since  
"THE MAN WITH  
THE GOLDEN ARM"  
has the screen  
told so daring  
a story...

**AND THE  
BOOKINGS  
POURING IN  
FROM 107 KEYS  
IN 32 EXCHANGE  
AREAS PROVE  
IT'S GOT  
THAT SAME  
"GOLDEN"  
TOUCH!**

**WATCH THE LAST  
2 WEEKS IN MAY!**

He Never  
Could Have  
Come Back  
Without  
Her!

The no-holds-barred story of a champ of champs...  
a Marine hero...who suddenly turned into a drug addict...  
a screaming animal who'd kill for a "fix"!



starring  
**CAMERON MITCHELL · DIANNE FOSTER**

with PAUL RICHARDS · JACK ALBERTSON · KATHY GARVER  
LISA GOLM · BARRY KELLEY · DAYTON LUMMIS

Written by CRANE WILBUR · ANTHONY VEILLER and PAUL DUDLEY

THRU  
11A

MOTION PICTURE

# EXHIBITOR

MAY 29, 1957

VOLUME 58

NUMBER 5

IN TWO SECTIONS

• THIS IS SECTION ONE

***Talkin' Turkey***

***About Cross Plugs***

—editorial—

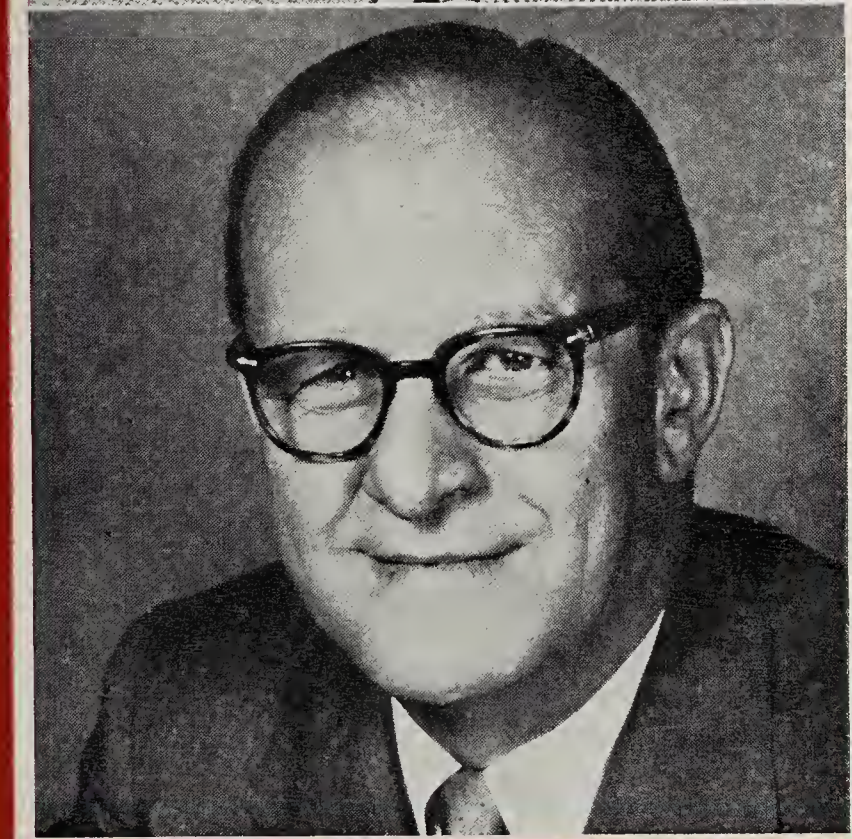
**MPAA Supports  
Booster Plan**

(page 10)

**Vogel Slashes  
MGM Overhead**

(page 18)

**AND FEATURING: EXTRA PROFITS**



← M. A. Silver, top, Stanley Warner Pittsburgh zone manager, and Charles J. Feldman, U-I vice-president, are serving for the fifth year as exhibitor and distributor heads of the Will Rogers Hospital drive.

# IT'S A SIN NOT TO ADVERTISE "THE SEVENTH SIN"

For Instance – Catchlines of the Campaign!

She thought she was getting away with it – but every woman pays for "THE SEVENTH SIN"!



The world forgives many things but not . . . "THE SEVENTH SIN"!



THEY TOOK A CHANCE ON LOVE – can any one escape the penalties of "THE SEVENTH SIN"?



Is there a way back for the woman who has committed "THE SEVENTH SIN"?



Lovers become careless – but everyone must pay for "THE SEVENTH SIN"!



**SELL "THE SEVENTH SIN" WITH ADS!**  
(They're all in M-G-M's high-powered press-book!)

**THE  
DOOR  
OPENED  
SLOWLY—**



He  
said:  
"What  
husband  
would  
put up  
with  
this?"  
**"MINE!"**  
she  
said...

M-G-M's DRAMA OF MODERN MORALS IN RECKLESS HONG KONG!

# "The Seventh Sin"

STARRING

ELEANOR PARKER · BILL TRAVERS

GEORGE SANDERS · JEAN PIERRE AUMONT

FRANCOISE ROSAY

SCREEN PLAY BY KARL TUNBERG · BASED ON THE NOVEL "THE PAINTED VEIL" BY W. SOMERSET MAUGHAM · IN CINEMASCOPE

DIRECTED BY RONALD NEAME · PRODUCED BY DAVID LEWIS · AN M-G-M PICTURE

# Letters . . .

**UNSOLICITED** • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## From NEW YORK, N. Y.

Just a line to offer my congratulations for the Spyros P. Skouras "PROCLAMATION" in your MOTION PICTURE EXHIBITOR of May 8. Also, for your fine editorial comment in that issue.

Spyros is a real "pro," as you say, and he stands out like a beacon in the present situation.

My regards.

NED E. DEPINET

*EDITOR'S NOTE: It is always nice to be commended by such a highly regarded "pro," in his own right, as Mr. Depinet.*

## From PHILADELPHIA, PA.

The "PROCLAMATION" and other fine tributes to Spyros P. Skouras (May 8 issue) is in fine taste and a splendid gester!

A. J. DAVIS

Fried Theatre Management Co.

*EDITOR'S NOTE: So we're publishing these remarks "gest" in "gest"—and don't get inda-gest-ion!*

## From AGANA, GUAM

I am extremely sorry that I did not receive the enclosed (invitation to participate in the Spyros P. Skouras tribute) until today. I would have liked to contribute in my small way to your "Tribute" to a really fine man. Although I do not represent 20th Century-Fox in this far-flung outpost, I still have a lot of respect and admiration for them and for their product.

While I am writing, I wonder if you would have your subscription department start sending MOTION PICTURE EXHIBITOR to the Universal Theatre. This is a new deluxe theatre here on the island and the owner asked me to put the subscription in for him.

G. B. ARCHIBALD

President United Film Distributors of America

*EDITOR'S NOTE: In publishing this one, we would like to acknowledge the scores of regrets received from all over the world from Mr. Skouras' friends. Time, or lack of it, can create some regrettable situations. And we are grateful to Mr. Archibald and to the owner of the new Universal Theatre. It is nice to have friends in "far-flung outposts."*

## From ST. CROIX, VIRGIN ISLANDS

Needless to say we always read MOTION PICTURE EXHIBITOR with great interest, even though it arrives one month later in the Virgin Islands.

The enclosed was clipped from your PHYSICAL THEATRE Department. Would you kindly have the manufacturer communicate with us via Air Mail, giving us all of the details. We are very much interested, and are definitely in the market for this new product.

EDGAR BRAGER  
Alexander Theatre

*EDITOR'S NOTE: Whether motion pictures, theatre equipment, or confections, reader interest reflects itself in reader inquiries. MOTION PICTURE EXHIBITOR is proud of the reader interest it enjoys among theatremen.*

## From CLARKSVILLE, TENN.

What is the name and address of the distributor of "ALBERT SCHWEITZER," the feature that was reviewed on page 4303 of the Servisection, MOTION PICTURE EXHIBITOR dated March 20?

And while I am writing you, I want to take the opportunity to tell you that I find MOTION PICTURE EXHIBITOR, and its services to be the most valuable of any publication in this field. And special mention should be made of your editorial views and your Servisection reviews.

ALTON G. WAY  
Moon-Lit D.I. Theatre

*EDITOR'S NOTE: Mr. Way has been supplied with the data on this un-advertised film, as have been scores of other interested showmen who asked the same question. And we do want to say "thank you" to Mr. Way for his very nice comment.*

## From HARRISBURG, PA.

This is to advise that the National Theatre, a landmark in Harrisburg since 1914, has been sold, and is now being used by a church as a Revival Center.

We still subscribe to MOTION PICTURE EXHIBITOR for the Rialto Theatre, and I wish I could tell you how often I refer to it for feature and short subject reviews.

I. L. SCHIFFMAN  
National Amusement Co.

*EDITOR'S NOTE: So another theatre closes. Wonder if Billy Graham needs a trade paper?*

## From DALLAS, TEXAS

Thank you very much for the very enthusiastic treatment you gave to our June Movietime Jubilee in your May 8 issue of MOTION PICTURE EXHIBITOR. Also, will you please express to Mr. Emanuel the deep appreciation of Mr. Higdon and myself for his comments in the editorial

regarding our making the campaign available to exhibitors everywhere. We can assure you that sharing our June Jubilee ammunition with other, and probably equally hard pressed, exhibitors is a genuine pleasure to all of us. Time and again we have found occasion to use the other fellow's ideas, as described in trade magazines, and by our gesture we hoped to reciprocate.

Quite a number of theatres throughout the U. S. and Canada, including quite a number of circuits as well as independents, availed themselves of our offer, and we sincerely hope that our June Jubilee bears fruit for all of them.

L. E. FORESTER  
Advertising Director,  
Frontier Theatres, Inc.

*EDITOR'S NOTE: We too have heard from "a number of theatres throughout the U. S. and Canada" praising the basic showmanship in this Texas effort. Keep up the good work!*

## From FRUITA, COL.

You say so many things so right anymore, on that editorial page of yours, that I have to say "well done" every once in a while.

"BEATING A DEAD HORSE"—(May 1) made me feel less of a failure. I starved out on that wonderful picture "THE MOUNTAIN," and thought, after all I had read, that I was the worst showman in the business. Now I can understand that maybe you can't believe everything you read about tested ad campaigns.

BOB WALKER  
Uintah Theatre

*EDITOR'S NOTE: How right you are, Bob! And we'll bet you that these efforts, to substitute field tests for intelligent showmanship and experience, are costing film distributors, in actual cash outlay, more than they get in film rental from a key territory first-run. TV must have "ratings," or field tests, because however inefficient, it is the best they can do when they have no boxoffice to count. But why try to adopt TV's admitted weakness to count the patrons who didn't show up in our boxoffice count? The answers are all "guess" and no "count." And if the "count" was there, is the "how many" as important as the "why?"*

## From NEWARK, N. J.

Just a note of congratulations on your brave editorial, "SPRING HOUSECLEANING NEEDED?" in the May 15 issue of MOTION PICTURE EXHIBITOR.

Our trade press can do much to present the true facts. The integrity of many a good trade paper man is in jeopardy when his silence gives assent. Let's hope that you suffer no recriminations.

Again, congratulations!

SIDNEY STERN

President, Allied Theatre Owners of New Jersey

*EDITOR'S NOTE: Thank you, Mr. Stern. Here at MOTION PICTURE EXHIBITOR, "integrity" is something we live by, and not just brag about.*

# EXHIBITOR



**MAY 29, 1957**  
VOLUME 58 NUMBER 5

## TALKIN' TURKEY ABOUT CROSS-PLUGS

SEVERAL WEEKS AGO on this page, we took occasion to point to the way in which jointly owned TV stations, radio stations, and newspapers, in any one market area, played pat-a-cake with one another with cross-plugs to their mutual advantage ("ON THE VALUE OF CROSS-PLUGS"—May 9). And we ventured to suggest that, while theatremen mightn't possess the same powerful media, they did have some very important salesmen in their own, and in their neighboring, theatre screens. Regardless of competition, shouldn't theatremen with the same "run," and in the same market area, cooperate to focus theatre patron attention on motion pictures, by cross-plugs on their screens of one another's current offerings?

While we received some comments for and against such cooperation, it remained for "Mister Trailer" (Herman Robbins of National Screen Service, for those newcomers who miss on that title) to give us one of the most powerful reasons why such theatre cross-plugs should become a fixture in our business. This is the way Mr. Robbins puts it:

*"After all, it is no novelty today for Macy to tell Gimbels, and for Gimbels to tell Macy. Therefore, for exhibitors—and I am not thinking only of multiple theatres in one town under a single ownership—to exchange the courtesy and sell each other's shows, would be beneficial and effective both ways.*

*"We have trailerettes that run approximately 20 seconds. A substantial number of theatres today use them to stir up interest a week or so in advance of the showing of regular trailers. At no added expense, a theatre running such a trailerette could turn it over to a neigh-*

*boring theatre, once the regular one is on its own screen.*

*"The neighboring theatre could show the trailerette immediately as an advance-plug, or could hold it until the particular picture is actually playing as a cross-plug. At the same time, the theatre that is benefiting from the advance-plug, or from the cross-plug, exchanges the courtesy through equal treatment of a trailerette on the show at the neighboring theatre. Both are bound to gain through this cooperation. And I refer not only to occasional boxoffice attractions, but to all regular good pictures in which added interest could be stimulated.*

*"We, at National Screen Service, would be willing to lend ourselves in every way toward promoting such a fruitful cooperative practice throughout the industry."*

So there it is, executive showmen of America! The implements are at hand if you will use them. And, in some cases at least, you can use them at *no added expense.*

If you aren't familiar with these trailerettes, find out their cost on a regular basis, and make a date for "a cup of coffee" with the executive of your neighboring theatre. He'll have some ideas, too! And, between you, you could come up with some true cooperation that will give both of your businesses a lift.

Don't forget, there is no waste circulation in those trailerettes. Everyone looking at one is a movie patron, and therefore a potential purchaser of a movie ticket. They have already bought a ticket for your show, or for the neighboring theatre's show. Keep selling them on current good movies in theatres—any good movies in theatres—and they'll stay movie patrons. And some of the tickets they continue to buy will be yours!

## MAN FOR "A DOLPHIN"

WE CAN'T HELP but grin at the usual verbose and seemingly know-it-all comments of William H. Mooring, the west coast columnist, about "BOY ON A DOLPHIN." Here goes: "More deft integration of story with background and less dalliance with the physical attributes of Sophia Loren might have ensured a morally-acceptable, completely delightful and vividly informative movie."

As a theatreman, and we think every other theatreman who has seen this show will agree, we believe all the insurance this one needed was a Rock Hudson as the

male lead instead of an Alan Ladd. Scenery, story, and support are all excellent. And that Loren girl fairly shoots off sparks, so that she still may be able to carry the picture into a top gross all by herself. But, can you imagine the blockbuster you would have had if she had been matched with a hunk-of-man with sparks of his own?

More and more, we keep agreeing with the comment about critics attributed to Harry Cohn. Only eunuchs might tell you in less words!

And make more sense!

**Jay Emanuel**

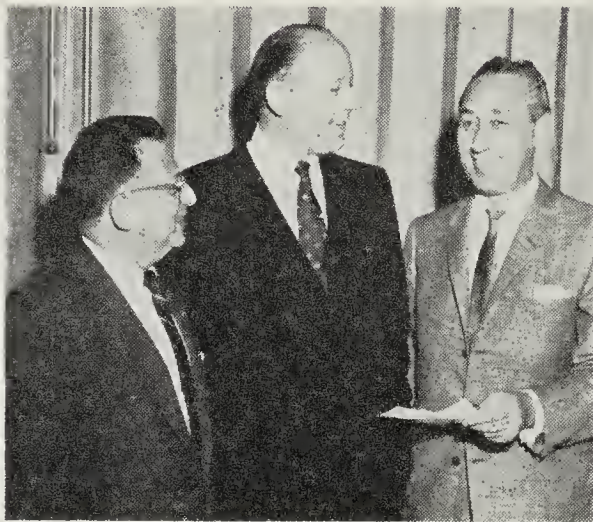
## Bessey, Altec Exec, To Retire June 30

NEW YORK—H. M. Bessey, executive vice-president of Altec Companies, Inc., announced last week that he will retire from the service and engineering organization on June 30 of this year.

Associates of Bessey in the Altec organization from all parts of the United States will tender him a testimonial and farewell dinner, to be held on June 5, at No. One Fifth Avenue Hotel, New York.

The Altec top executive at the company's New York headquarters, Bessey joined Altec in 1937, following a successful career in the banking and accounting field. He occupied several posts of importance prior to his appointment as executive vice-president in 1943. His overall supervision of activities at Altec's New York headquarters included the sales, operations, engineering, accounting, personnel, publicity and advertising departments, together with representation of the company's interests in numerous union negotiations.

Arrangements for the dinner tribute to Bessey are in the hands of C. S. Perkins, general manager, and Marty Wolf, assistant general manager. Bessey will act as an Altec board member on his retirement.



New York's Cinema Lodge of B'nai B'rith recently installed its officers for the coming year at a luncheon at Toots Shor's Restaurant. Seen, left to right, are Harvey Platt, past president, Metropolitan Council; Burton E. Robbins, past president of the Lodge; and Robert K. Shapiro, new president.

### Film Councils Set Programs

NEW YORK—The Federation of Motion Picture Councils, Inc., beginning in the fall, will make available to member groups a series of 15 to 35 minute talks on film production-distribution and two 60-minute film programs, it was announced last fortnight by Mrs. Dean Gray Edwards, president.



## The NEW YORK Scene

By Mel Konecoff

**HONOR NOTE:** Over three hundred executives of the motion picture and amusement field gathered at lunch at the Park Lane Hotel last week to witness the honoring of Robert S. Benjamin, chairman of the board of United Artists, by the United Jewish Appeal. He was presented with a handcrafted silver bible, silver-bound and made in Israel, for "years of devoted service to the needs of others." Barney Balaban presented it to him.

Herbert A. Friedman, executive vice-president of UJA, made a fervent and moving appeal for greater funds to continue the work of the agency. More than \$500,000 was pledged.

**PRODUCTION NOTES:** Albert J. Cohen, executive producer of Alan Ladd's Jaguar Productions, arrived in town last week to find new story material so that the 10 picture deal that Jaguar has with Warners could see fulfillment over the next three years. He expected that Ladd would appear in at least four of these, possibly more. Warners will put up between one and two millions for each of the Ladd films and less for the remainder. He preferred good published works, which he deemed a necessity in these days. Stories count even more than the stars, in his opinion.

He opined that today's market calls for two types of features, inexpensive exploitation gimmick pictures which appeal to the younger elements and pictures costing a million or more with top names. The in-betweeners costing between \$500,000 and \$700,000 are too tough to make for a profit. You can't make these with top names, and exhibitors are reluctant to pay more for these when they can do just as well with a cheapie. Science fiction is the exception.

Cohen wants to get Ladd out of the run-of-the-mill stuff, and all of his films will be in color. In production right now is a Navy-type picture called "The Deep Six," with Ladd and William Bendix, and in preparation is a super western called "Guns Of The Timberland," in which Ladd will appear. Also in negotiation is a science fiction film to be shot in Japan this summer.

Jaguar will also concentrate in turning out TV series this year, and these could serve as a breaking-in area for future actors to be used in feature films. Cohen expected to put three or four newcomers under contract.

**THE METROPOLITAN SCENE:** A goodly number of celebs turned out for the premiere of "Desk Set" at the Roxy. . . . United Artists is out with a unique mailing picce on behalf of the forthcoming "Sweet Smell Of Success," a wallet containing facsimiles of money in the right compartment with proper credit on each bill for various tie-ups, advertising schedules, etc. In the foto compartment were pocket size fotos of Burt Lancaster, Tony Curtis, Susan Harrison, and Barbara Nichols. Another item was a Social Security Card with the notation, "You've got it with 'Sweet Smell Of Success'." . . . "Island In The Sun" premieres at the Roxy on June 12 with a big-time invitational showing. . . . "Monkey On My Back" is getting bigtime breaks in newspapers across the country and we've got the photostats to prove it.

## BROADWAY GROSSES

(As of this Monday)

### Customer Shortage Lingers

NEW YORK—Low grosses were rung up last weekend by most of the Broadway first runs. The only house doing above average business was the Astor, where MGM's "Something Of Value" was in its third week.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"China Gate" (20th-Fox). Paramount (\$47,654)\*—First session saw only \$19,000 in sight.

"Desk Set" (20th-Fox). Roxy (\$81,388)—Thursday through Sunday accounted for \$38,949, with the second week dropping to \$59,000. Stage show.

"Designing Woman" (MGM). Radio City Music Hall (\$146,192)—Thursday through Sunday reported as hitting \$80,000, with the second week heading toward \$125,000. Usual stage show.

"The Little Hut" (MGM). Capitol (\$39,813)—Down to \$10,000 on the last five days of the fourth week.

"The Oklahoman" (Allied Artists). Globe (\$11,854)—The last six days of the second week claimed at \$5,000.

"The Girl In The Kremlin" (U-I). Mayfair (\$15,087)—First, and only, week only \$7,000.

"The Bachelor Party" (UA). Victoria (\$21,930)—Seventh week reported as \$15,000.

"Something Of Value" (MGM). Astor (\$24,578)—\$25,000 claimed on the third week.

"This Could Be The Night" (MGM). Loew's State (\$18,644)—Last nine days, including the second week, reported at \$15,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

### Cinerama Elects Officers

NEW YORK—The Cinerama, Inc., board of directors last week elected Hazard E. Reeves, president; Wentworth D. Fling, executive vice-president; Grant Leenhouts, vice-president in charge of productions; and John H. Hartley, secretary and treasurer, for one year terms.

### Goldwyn Names Farnol

NEW YORK—Samuel Goldwyn last week announced the appointment of Lynn Farnol as special public relations representative, to handle preliminary promotional plans for the filming of "Porgy And Bess."

## I N D E X

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# UA 19-Week Gross Up 16 Per Cent Over '56

## Krim Optimistic On Future In First Report Since Public Stock Issue; New Production Plans Outlined

NEW YORK—United Artists president Arthur B. Krim last week announced in his first report since the company became publicly-owned last month that the UA world gross from theatrical distribution for the first 19 weeks of 1957 totals \$20,761,692, compared with \$17,889,799 for the similar period of last year. This represents an increase of \$2,872,163, or 16 per cent over 1956 for 19 weeks.



KRIM

Krim was highly optimistic about the company's prospects for the final six months of 1957, stating that the grosses for that period will be substantially greater than those realized last year for the six months starting July 1, 1956.

United Artists world gross revenues for the 12 months of 1956 were \$64,771,784, an all-time high for the company.

The United Artists president also predicted additional revenues of \$5,000,000 from the syndication of UA films to television during 1957. Last year the company realized \$2,000,000 from TV film sales.

Krim emphasized that United Artists will distribute its strong program on the regular basis of not fewer than four films a month.

The company president underscored the fact that UA will release during the final six months of 1957 as many blockbusters and top "A" pictures as were released throughout the entire past several years.

Turning to the production program that will be launched in June, Krim stated that in the next four months alone UA will place before the cameras more blue-chip features than the company had previously produced in any 18-month period.

Among the films that will go into production from June through September of this year are "Witness For The Prosecution," starring Tyrone Power, Marlene Dietrich, and Charles Laughton, to be directed by Billy Wilder, with Arthur Hornblow, Jr. and Edward Small producing; Bryna's Technirama production of "The Vikings," to be filmed on location in Norway with Kirk Douglas, Tony Curtis, Janet Leigh, and Ernest Borgnine starred; "The Big Country," to be produced and directed by William Wyler with Gregory Peck starred; a film version of Commander Edward L. Beach's best seller, "Run Silent, Run Deep," a Hecht-Hill-Lancaster production starring Burt Lancaster; Security Pictures' filmization of Erskine Caldwell's all-time best seller, "God's Little Acre," to be directed

## "The Heart Of Show Business"

It should be every exhibitor's obligation to show this great 40-minute featurette about Variety Clubs International and the work of the various Tents.

Produced by Ralph "Screen Snapshots" Staub in Technicolor and released by Columbia, profits go to VCI, local Tents, and our own Will Rogers Memorial Hospital. On this count alone you owe it to yourself to find running time for it.

It is not only a great plug for VCI, but also top entertainment. Some 61 stars appear either in person or as commentators.

As Abe Montague, general sales manager, Columbia, says, "Thousands of handicapped needy children the world over will bless you" if you play it. And play it you should. In fact, you should be proud to play it as a member of the industry, whether you are a Variety member or not.

—J. E.

## UA Renews Italian Deal

NEW YORK—United Artists has entered into a long-term agreement with D.E.A.R. Film of Italy, whereby UA releases will be distributed throughout the Italian market by that organization, it was announced last week by Arthur B. Krim, president.

The deal, renewing a previous UA-D.E.A.R. distribution arrangement, was finalized in Rome by Arnold M. Picker, United Artists vice-president in charge of foreign distribution.

by Anthony Mann and produced by Sidney Harmon; Hecht, Hill and Lancaster's screen version of the stage hit, "Separate Tables," starring Burt Lancaster, Deborah Kerr, David Niven, and Rita Hayworth; and Stanley Kramer's production of the Broadway hit, "Inherit The Wind."

With regard to the company's position and TV, last year saw 39 features released for a total gross of two millions, and in 1957 that figure will be upped to 52 pictures on a syndication basis which is expected to gross a minimum of five millions. Only those films will be released whose theatrical potential has been exhausted, probably dating back to 1953. He didn't look to TV to retard the growth of the company but rather as an additional source of revenue.

The reason given as to why the company is not turning out smaller pictures at such a furious rate is because other companies have started to produce these in ample quantities which will now free UA so that they can concentrate on "A" productions.

William Heineman, vice-president in charge of distribution, admitted in response to a question that UA is supplying feature films for testing for the TV cable experiment being conducted at Bartlesville, Okla.

## Caution On Telemovies Urged By Wolfson

NEW YORK—Mitchell Wolfson, president, Wometco Theatres of Florida, who was here last fortnight to plan the 1957 annual convention of Theatre Owners of America, of which he is honorary chairman, stated that he believed cable theatre is "economically unsound unless they can get first-run films for it and destroy motion picture theatres."

"Even then," he continued, "it is questionable whether the cost of this kind of distribution for motion pictures will be acceptable as compared to the present system. For example, the cost of equipment, the cost of sending out signals, the cost of leasing cables from the telephone company, the cost of providing one's own poles, maintenance, the regulation of profits by the public utility commission, and others. All of this would be higher than the present overhead.

"In addition to the cost, 'cable theatre' has a questionable income. The big problem to the producer-distributors is to make sure that they attain a fair rental based on a portion of the admission charge each person will pay to see the product. The higher the charge for this cable service, which is reported to cost around \$9.50 per month, the more 'free loaders' will be viewing the pictures in the homes, halls, or public places without paying to view the program.

"I advise all exhibitors to adopt a watchful waiting regarding 'cable theatres,'" Wolfson concluded, adding that producer-distributors should follow the same course. He said that most likely the revenue which a film will get from cable theatre will be dissipated after its first run, as the producer "had better make sure that he gets a fair return."

He declared that "Wometco has no intentions of engaging in this system as we believe it is not practicable for distributing entertainment as compared to motion picture theatres and free television. Our present policy in our territory is to fight for the principle of no monopolies. In other words, 'cable theatre' should be open to anyone who wants to use a public utility or municipal street, telephone or power pole."

## Self-Regulation Urged

CINCINNATI — Industry self-regulation, not censorship, was proposed last week in an "action program" aimed at raising the standards of motion pictures, television, radio and comic books by the National Congress of Parents and Teachers meeting here. Dr. Kenneth E. Oberholtzer is chairman of the action committee.

## Raibourn's Mother Dies

EL DORADO, ILL.—Funeral services were held last week for Mrs. Ida Caswell Raibourn, 85, mother of Paul Raibourn, vice-president, Paramount Pictures Corporation. Survivors include another son, Claude Raibourn, of Sarasota, Fla.

**THE WORLD'S MOST EXCITING LOCALE FOR**

# **FILMED-IN-AFRICA THRILLER JUNGLE MYSTERIES! SHOCK**

## **EXPLOITATION POSSIBILITIES**

### **HOT-AS-THE-EQUATOR LOVE TEAM**

Cornel Wilde's tops in the African wilds... taming the jungle—  
and Academy Award-winner Donna Reed!

### **WHITE-HOT WHITE HUNTRESS TOUR**

Beautiful, young, authentic White Huntress, Mirella Rocco, will  
be flown to the United States from her home in Nairobi,  
Kenya, to kick off key-city P.A. tour!

### **TV AND RADIO NETWORK SHOWS!**

Woman's, Sports, Travel, Disc Jockey, Variety and  
Newsreel shows!

### **NEWSPAPER CAMPAIGN!**

Advance art and stories! Arrival bally! Features! Woman's Page  
angles! Motion Picture and Sports Page stories!

# **CORNEL WILDE • DONNA REED**

# **BEYOND**

also starring

## **RON RANDELL**

and introducing

**EDDIE CALVERT** "The Man with  
the Golden Trumpet"

Screenplay by RICHARD ENGLISH and GENE LEVITT

Based on a story by JAMES EASTWOOD

Produced by TONY OWEN • Directed by GEORGE MARSHALL

A TODON PRODUCTION

## **MR. SHOWMAN! Bag this**



TEEN'S MOST EXCITING LOVE-ADVENTURE!

FOR ALL THE FAMILY!

ES! SAVAGE SPECTACLES!

YOND COMPARE!

RESS RECEPTIONS!

PINION-MAKERS LUNCHEON!

SCHOOL LECTURES!

DEPARTMENT STORE APPEARANCES!

UTOGRAPH PARTIES!

N-STAGE APPEARANCES!

ZZLING MUSIC PROMOTION!

movie appearance of EDDIE CALVERT,  
Internationally famous Man with the Golden Trumpet!  
Unprecedented national merchandising planned for  
new Capitol recording of the "Beyond Mombasa"  
theme! Terrific for disc-jockey promotions, posters,  
tests, window and counter displays!

GENN

MOMBASA

TECHNICOLOR



**SEE**  
Jungle beasts on the hunt!  
Deadly chase in mile-  
deep uranium mine!  
Secret rites of the  
Leopard Men!  
Native assassins  
invade Likoni!  
Fight for life...  
in ancient Arab city!



...for your Box-office from *Columbia!*

# MPAA Votes Support For Program Designed To Stimulate Boxoffice

NEW YORK—Eric Johnston announced last week that the board of the Motion Picture Association voted full support for the 11 point program evolved by their advertising-publicity directors in conjunction with COMPO representatives.

As part of their decision, they approved the funds necessary for the plan. The program encompasses marketing survey, Academy Awards Sweepstakes, visits to editors and publishers, community reel, Operation Movie Going, Audience Awards, new product trailers, personality tours, modification of advertising billing requirements, advertising billings, and Golden Jubilee of Motion Pictures 1907-1957.

In addition, the committee approved a budget for the establishment of a permanent office and staff in New York and California to carry out the MPAA part of this and future activities under the supervision of the advertising-publicity directors committee.

Johnston stressed the fact that the board considers this only the first chapter in a continuing program. The question of a method of raising these funds jointly with exhibitors is under discussion with a decision imminent.

In announcing the approval of the program, Johnston stated, "This represents a vote of confidence in the future of this industry. We feel it will help immeasurably in bringing home constantly to the American public and to audiences the world over the fact that motion pictures in motion picture theatres are the most rewarding form of entertainment."

The board also voted to extend Johnston's contract as president for three years. The old pact had four years to run.

## TOA Eyes Loan Bills

NEW YORK—The Theatre Owners of America last fortnight called attention to the fact that on June 3 open hearings will be held by the Banking and Currency Committee of the U. S. Senate on a bill which proposes to make credit more readily available for financing small business by insuring loans made to small enterprises. TOA favors this bill, except that the ceiling should be raised from \$250,000 to \$1,000,000 and the time of the loan should be extended from five years and 32 days to 20 years.

Another bill is in two parts, Title 1 and Title 2. Insofar as Title 1 is concerned, TOA is not in favor of it, because none of the limitations or restrictions presently imposed on our industry to obtain mortgage loans are eliminated. Insofar as Title 2 of the said bill is concerned, TOA favors this as it will permit the Small Business Administrator to authorize loans to be insured by the Administration to an approved lender up to 90 per cent of the unpaid balance of any loan, or the insurance reserve which would not exceed 10 per cent of the amount of the loan outstanding.

Exhibitors are urged to make known their views on these bills to their Senators.

## Daff Raps Detractors Of U. S. Film Industry

ROME—"It's absolutely bunk," stated Alfred E. Daff, executive vice-president, Universal Pictures, and president of its overseas subsidiary, at U-I's 1957 sales conferences here last fortnight, in reply to recently heard statements referring to a "decline of Hollywood."

He pointed out that almost 75 per cent of the world's screen time is today devoted to Hollywood-made pictures. "The protection and subsidization of any country's film industry by its government does not guarantee public acceptance of pictures made this way. You cannot legislate quality nor should incompetence be supported. We are all for the common market although we also know that all films will continue to have language and ethical barriers and be faced with the problems generated by local conditions," Daff said.

## Silverbach Upped In Fox Sales Setup

NEW YORK—Alan M. Silverbach has been promoted to the post of foreign sales supervisor of 20th-Fox International and Inter-America Corporations, it was announced last week by Emanuel D. Silverstone, vice-president and general sales manager of the two companies.



SILVERBACH

Silverbach joined 20th-Fox International in 1946 following extended service in the Air Force, and was assigned to the home office as an assistant in the sales department. His activities have covered the administration of Fox's foreign 16mm. business, New York buyers accounts, and executive assignments as assistant to the vice-president and general sales manager.

As foreign sales supervisor, Silverbach will aim at streamlining foreign sales operations, and creating a close liaison between the home office and 20th-Fox's many foreign branches. In addition, he will handle inquiries regarding the sale of 20th-Fox's properties to theatrical interests overseas.

## AA Sued Over TV Sales

NEW YORK—A suit was filed in Federal Court last fortnight by Samuel A. Feir against Allied Artists, formerly Monogram, seeking an accounting from the television exhibition of certain films produced under a 1937-38 agreement with Crescent Pictures Corporation.

It is claimed by Feir that he was assigned all rights to Crescent product in 1940, and that AA has deducted over half of this revenue.

## Anti-Checking Statute Becomes Texas Law

AUSTIN, TEXAS—Governor Price Daniel last week signed a new anti-checking statute previously approved by both the Senate and the House. The measure was originated in the Senate where its sponsor was Senator Preston Smith, a theatre operator; and it had the backing of a group of exhibitors who campaigned for its passage.

According to the law: "Any person employed as a private investigator or confidential investigator for the purpose of determining or attempting to determine the attendance or number of paid admissions at any motion picture theatre performance in this state shall furnish to the owner or general manager of such theatre, or theatres, checked, a report of his finding on the next succeeding day and within three days after such check, a written copy of his finding or report; no evidence obtained by any investigator, nor testimony of such investigator shall be admissible as evidence in any court, or proceedings of any kind, unless there is compliance with the provisions of Section One of this Act; all laws or parts of laws in conflict with the provisions of this Act are hereby repealed to the extent of such conflict only; if any provisions of this act or the application thereof to any person or circumstances is held invalid, such invalidity shall not affect other provisions or applications of the act which can be given effect without the invalid provision or application, and to this end the provisions of this act are declared to be severable; the fact that the inadequacy of the present law to regulate investigators determining or attempting to determine the attendance or the paid admission to motion picture shows or theatres, creates an emergency and an imperative public necessity that the Constitutional Rule requiring bills to be read on three separate days in each House be suspended; and said Rule is hereby suspended, and this act shall take effect and be in force from and after its passage, and it is so enacted."

Distribution executives feared that the new law would set a precedent and would be seized upon by exhibitors elsewhere as a model for similar state legislation.

## Circuit Marks 50th Year

NORRISTOWN, PA.—Marked by the reopening of the refurbished Norris, the Norris Amusement Company and Sablosky Brothers last week celebrated the 50th year of being in the motion picture business here.

Pioneered by Abraham and Louis Sablosky, the company operated its first nickelodeon, the Bijou, 50 years ago at Main and Swede Streets. This was followed by the Empire and Garrick; the purchase of the Lyric; the converting of a former music hall into the Grand; and, in 1930, the Norris. Years later, the Sabloskys again pioneered, this time in the drive-in field, and in 1948 constructed spots in Bridgeton and Vineland, N. J., and in 1950 the Ridge Pike Drive-In, and the Valley Forge Drive-In.

The anniversary was marked by an attractive six-page supplement in The Times Herald.

**CARY  
GRANT  
LOVES  
DEBORAH  
KERR**

*Italy...  
the Mediterranean...  
cross an ocean...  
and all over New York!*

LEO McCAREY'S

**AN AFFAIR TO REMEMBER**

PRODUCED BY JERRY WALD / DIRECTED BY LEO McCAREY

SCREENPLAY BY DELMER DAVES AND LEO McCAREY



SOON... FROM 20th IN **CINEMASCOPE** / COLOR BY DE LUXE



## Anti-Bingo Crusade Led By Newspapers

READING, PA.—Reporting evidence of prize payments as high as \$850 in one instance, the two daily newspapers here last fortnight launched a drive against "cash prize" bingo, unlawful in Pennsylvania, but allegedly being played at Pleasantland Park in Olney Township. Players were reported coming to the games in chartered buses as well as by private automobiles.

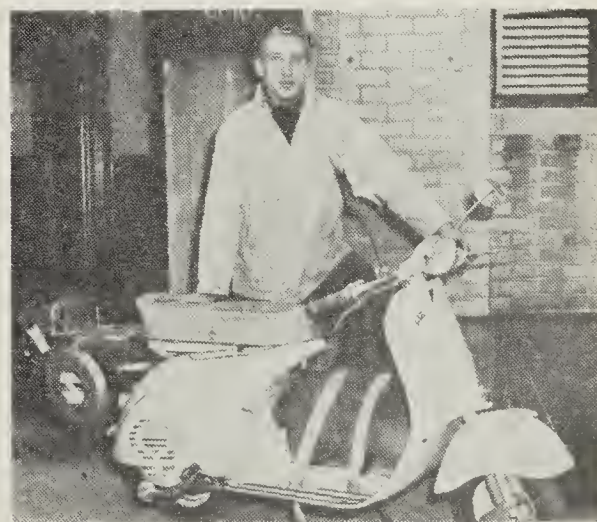
The newspapers, which had photographers on hand, fired a broadside at the park management, the township police, which was standing by without interfering, and at district attorney Frederick O. Brubaker's office.

Later, Brubaker issued an order banning all bingo playing in Reading and Berks, whether for cash or merchandise prizes. "This is an immediate cease and desist order," he said. However, it was reported that the bingo operators were planning to continue bus service for the players as before.

The bingo crusade, coming just before the spring primary election, was interpreted in some quarters as a political maneuver.

ican-sponsored schools in Greece. . . . Nathan D. Golden, Department of Commerce film chief, left for Europe to attend the Cannes Film Festival. . . . Clark Davis, film buyer, District Theatres, is recuperating from a cerebral hemorrhage at Emergency Hospital. . . . Mrs. Al Kane, wife of the United Artists branch manager, was recuperating from surgery.

Plans were made for a sneak preview and cocktail party at the Variety Club last weekend. The annual golf tournament and dinner dance will be held at the Woodmont Country Club on Oct. 11. Sam Galanty, George Crouch, and Albert W. Lewitt are co-chairmen. George Nathan has been appointed by chief barker Marvin Goldman to serve on the ways and means committee with Frank Boucher and Jack Fruchtman, in the temporary absence of Clark M. Davis. Goldman also has sent a bulletin to the members giving information on the Variety International convention to be held in London in 1958.



Christian Defert, 22-year-old Frenchman, recently arrived in Philadelphia on the first leg of a 10,000-mile good-will journey that will carry him through a dozen countries from the Canadian border to Peru along the Pan American Highway. He is carrying a print of Columbia's "Fire Down Below" which he will deliver to the President of Peru, and is seen outside the Columbia exchange with his motorcycle.

# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you\* are looking for a job, . . . or IF you\* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

PROJECTIONIST, experienced, wanted for theatre in Seashore Summer Resort in Southern New Jersey. June 1st to Sept. 15th. Reply BOX A515, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER-PROJECTIONIST, either or both. 25 years' experience, Pennsylvania licensed, re-locate anywhere with good, secure position. Available two weeks after acceptance, 45 years old. Contact Immediately WALTER M. SMITH, 813 E. 10th Ave., York, Pa. Phone 98-320. (522)

THEATRE MANAGER WANTED. Permanent position. Must excel in promotion and exploitation. Send all details, snapshot, references, salary expected, etc. LYON THEATRE CIRCUIT, Franklin, Va. (529)

MANAGER WANTED, for Philadelphia, Pa. theatre. BOX A529, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all correspondence to—

**The A-MAN Corner**

Motion Picture Exhibitor  
246 N. Clarion St., Philadelphia 7, Pa.

### St. Louis

Michael Todd's "Around The World In 80 Days" was slated to open in the Esquire on June 4. The house was to be closed for a week for installation of necessary equipment. . . . The fire-damaged Rowe, St. James, Mo., a unit of the Carney circuit, reopened following complete remodeling. . . . The Green Drive-In, Wichester, Ill., owned by Paul Stehman, completed widening of the screen tower and installation of new booth equipment. . . . Allied Artists branch manager Maurice Schweitzer announced a trade

screening of "Love In The Afternoon" in the St. Louis this week. . . . Warners salesman Homer Hisey was a patient in St. Luke's Hospital. . . . James Frisina, buyer, Frisina Amusement Company, Springfield, Ill., is preparing to defend his Illinois State Golf Championship title in the annual tournament late next month. . . . Robert Hockensmith is the new manager, Fox Midwest's Illinois, Jacksonville, Ill., succeeding A. H. Pekarek. Hockensmith formerly managed the Brookside, Kansas City.

The Kentucky, Marion, Ky., has been taken over by three employees of the house, Harry W. Gass, L. W. Henry, and R. L. Rogers, from owner W. E. Horsefield. . . . "The Ten Commandments" moved from the St. Louis to the Pageant.

### Washington

Joel Margolis, manager, Loew's Capitol, reported that all proceeds from the "Boy On A Dolphin" premiere went to Amer-



George Hoover, international chief barker; Ralph W. Pries, international representative; Aaron Seidler, chief barker, Variety Club, Tent 19, Baltimore, Md.; and Henry Ringling North are seen recently at a meeting which consummated the bringing of the Ringling Brothers-Barnum and Bailey Circus to Baltimore this year under Variety Club sponsorship for benefit of the Heart Fund.

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## Gulf States Allied Plans Convention

NEW ORLEANS—It was announced last fortnight by Abe Berenson, president, Allied Theatre Owners of the Gulf States, Inc., that the 1957 annual convention would be staged at the Edgewater-Gulf Hotel on the Mississippi Gulf Coast, Aug. 30-31. Berenson stated that hotel reservations have been secured to allow participants to spend the Labor Day weekend, through Sept. 1-2.

The social agenda, besides the usual cocktail parties, dinners, and dances also will include deep sea fishing, swimming, and a golf tournament. Indefinite commitments have indicated the possibility of at least two Hollywood personalities attending the meeting.

Edward Ortte, Gulf Coast exhibitor, will be convention chairman. All inquiries concerning reservations and other information should be directed to the Allied offices in New Orleans.

### New Orleans

(Continued from page 22)

Don Drive-In, Alexandria, La. Ownership now consists of Mrs. Johnson, Jimmy Thompson, and Doyle Maynard, the latter two operating under the title of Don Theatre, Inc. Maynard will do the buying and booking. Former owner was Billy Fox Johnson. . . . Mrs. Sarah Cohen was elected president, Harold F. Cohen Enterprises, at a special directors meeting. She succeeds her late husband.

### New York

Marcus Schlitt, 58, co-owner, Deluxe Theatre Premium Company, died while on a business trip to Ohio. . . . Variety Club Tent 35 showed "The Heart Of Show Business" following a luncheon meeting at Toots Shor's. . . . Murray Kaplan, formerly of the sales department of UA, joined Times Film Corporation as sales assistant to William Shelton, vice-president in charge of distribution.

### Philadelphia

Dave Glickman, Garden, Trenton, N. J., is reported building a new double ramp drive-in with a 500 car capacity at Ewing, N. J., about one mile from the center of Trenton. . . . Warners office manager Dave Law's daughter, Martha, nine, won first place in her age class out of 22,000 entries and \$100 in toys in a doll coloring contest conducted by a local department store. . . . George Geiges reopened the Newfoundland, Newfoundland, Pa. . . . Milgram Buying and Booking Service is now handling the Mahoning Drive-In, Lehigh-ton, Pa. . . . Mario DiStanislaio, 20th-Fox booker, resigned and has gone to Chicago. . . . Stanley Warner booker Barry Kranz resigned and left on a trip to Europe. . . . Condolences are extended to Mildred Green, Tri-States Buying and Booking Service, whose sister, Sylvia Levy Cohen, formerly with U-I, died. . . . Allan Strulson, 20th-Fox salesman, passed around the cigars. It was a boy. . . . Cyd Charisse, star, MGM's "Silk Stockings" will attend the unveiling of the Vanguard Rocket at Fels Planetarium on June 5. . . . Independent distributor Joe Solomon announced he will handle Howco International films in the local area.



John B. Kelly was recently presented a certificate of appreciation by the Philadelphia Chapter of the National Foundation for Infantile Paralysis for his many years of untiring efforts on behalf of the fight against polio. Seen, left to right, are Edward Emanuel, chairman, Philadelphia chapter of the foundation; Kelly; Raymond Thomas, Postmaster of Philadelphia, who also received a citation; Ralph Pries, state chairman of the foundation; and Victor H. Blanc, District Attorney of Philadelphia, also honored.

### Pittsburgh

Keller's, North East, Pa., which was closed for a month for remodeling and renovation, has reopened under the management of Ken Blakely. . . . The MGM Pep Club stated its annual picnic at South Park, June 24. . . . Mike Rinalli is building a new drive-in on the rear property of the former Renalli's Drive-In, Route 8. The outdoor theatre had to be relocated when he sold a large piece of land for the construction of a shopping center. The new drive-in was expected to be open in about six weeks. . . . United Artists was to occupy new quarters this month at 1623 Boulevard of Allies. . . . The Variety Club annual golf tournament will be held June 25 at the Green Oaks Country Club. On June 8-9, the Club will sponsor a telethon over KDKA-TV. . . . The Harris, Dubois, Pa., owned by Albert P. Way, will close permanently this week. . . . The local Republic office will close May 31. Screen Guild, operated by Bert Stearn, takes over distribution of Republic product. . . . The Enright, E. Liberty, Pa., was to close permanently this month.

Ralph Pielow, local branch manager, MGM, became a grandfather for the second time. His son, Ralph, Jr., of Minneapolis, became the father of a second daughter, Linda Jean, who arrived last fortnight.

### Portland

James Beale, Columbia branch manager, has been promoted as manager of the newly consolidated Seattle-Portland office. Both offices remain open, with billing and bookkeeping duties emanating from the Seattle office. Jack Tillman, Columbia western division sales manager for Columbia, was in to confer with Beale on final details. . . . High N. Becket, former manager, Moore, Seattle, is out of show business and has joined a Los Angeles insurance firm. He turned over his interest to Northwest Releasing. . . . Sammy Siegel, Columbia, was in working on product. . . . Bill Katzky, manager, Iris, Hollywood, a former manager here, was in.

## DRIVE-INS AND ROOFED THEATRES, TOO

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## NAC Canadian Regional Meet Scores Triumph

## Pepsi-Cola Announces Growing Account List



NATIONAL ASSOCIATION OF CONCESSIONAIRES president Lee Koken, center, and Canadian NAC directors are seen above opening the Canadian Regional Meeting in Toronto recently with a popcorn interlude. From left to right are Jack Becker, Kitchener Auditorium, Kitchener, Ont.; Thomas F. Moran, Odeon Theatres Canada, Ltd., Toronto; co-chairman Syd Spiegel, Super Pufft Popcorn, Ltd., Toronto; Koken; co-chairman J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto; Russell Simpson, Ottawa Valley Amusement Company, Ottawa, Ont.; and NAC executive secretary T. J. Sullivan, Chicago.

TORONTO—"We came, we saw, we listened, and we learned," one of those who attended the fifth annual NAC Canadian Regional Meeting, held in the King Edward Hotel here recently, commented. Authorities for this discussion were the meeting co-chairmen, J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., and Sydney Spiegel, Super Pufft Popcorn, Ltd., both of Toronto.

At a morning session, NAC president Lee Koken, RKO Industries, New York, welcomed the participants on behalf of NAC; Kevin Fitzgibbons, Cronyn, Pockock, and Robinson Insurance Company, Toronto, stressed the importance of complete insurance coverage; Fred Allen, Coca-Cola Company, displayed and discussed point-of-sale display material; Ken Harvey, Lily Cups, Ltd., described a complete line of cups; and Pat Doyle, Mission Orange Canadian, Ltd., displayed point-of-sale material available through his firm.

Andrew Rouse, Theatre Confections, Ltd., presented a slide film of the newest data on sales promotion for indoor theatres; Tom Moran, concessions head for Odeon Theatres, told of success in aisle vending of soft drinks; Cliff Oates, Shop-sy's Food Products, stressed the growth of hot dog sales in indoor theatres.

The Pepsi-Cola Company hosted a luncheon for all participants. In the afternoon session, Eric Hutson, The Rowntree Company, Ltd., discussed the importance of candy to concessionaires; NAC executive vice-president T. J. Sullivan, substituting for William E. Smith, Popcorn Institute, presented popcorn promotions and merchandising aids; Syd Spiegel, Super Pufft Popcorn, Ltd., told how to increase popcorn sales; and Welcome I. Weaver, Weaver Popcorn Company, Huntington, Ind., described methods of buying raw popcorn.

Rufus Harris, Blevins Popcorn Company, Nashville, Tenn., told of his firm's butter flavored salt; Philip L. Lowe, Theatre Candy Company, Boston, ad-

## NAC Announces Plans For Miami Convention

CHICAGO—NAC will hold its 1957 convention and trade show Nov. 20-23 at the Hotel Americana, Miami Beach, Fla., according to a joint announcement from NAC president Lee Koken, RKO Industries Corporation, New York, and general convention chairman Van Myers, Wometco Theatres, Miami. It will be held concurrently with the annual Motion Picture Industry Convention and Trade Show, including Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association, and Theatre Equipment Dealers Association.

Segment directors who are working on the programming include Theodore O. Meland, Albert Dickinson Company, Chicago, popcorn processor; James O. Hoover, Martin Theatres, Columbus, Ga., theatre and concession; R. Mack Lambeth, ABC Popcorn Company, Chicago, manufacturer-wholesale; Robert Condon, Condon's Concession Supply Company, St. Cloud, Minn., jobber-distributor; and Irwin R. Tucker, Irwin R. Tucker Company, Chicago, broker.

vised concessions to be adventurous in vending and to pioneer new items; and Mrs. Lee Evans, Tempo Fruit Products, served a new type of milkshake.

NAC second vice-president Harold F. Chesler, Theatre Candy Distributing Company, Salt Lake City, described successful concession operation; Russell Simpson, Ottawa Valley Amusement Company, described small drive-in operating problems; Jack Decker, Kitchener Auditorium, Kitchener, Ont., told of problems of arena concession selling.

NAC president Koken concluded the conference with a presentation of the aims and purposes of the NAC.

WILMINGTON, DEL.—During 1956 in circuit theatres alone, more than 600 new accounts were added by Pepsi-Cola to the present list, according to the company's annual report, copies of which were distributed at the annual meeting of stockholders here recently. Many of the new accounts, the report claimed, are serving no cola but Pepsi-Cola to their customers.

A suggestion that Joan Crawford be named a director was advanced at the meeting by John J. Gilbert, New York, a stockholder. Gilbert's proposal that optioned stock be held at least three years after exercise of the option received the support of more than seven per cent of the stock voting, and his resolution favoring cumulative voting received slightly less support.

## NAC Exhibit Brochures

CHICAGO—Exhibit brochures covering the concession and equipment section of the combined NAC-TOA-TESMA industry trade show to be held Nov. 20-23 in the Hotel Americana, Miami Beach, Fla., were mailed recently, it was announced by Lester Grand of the Confection Cabinet Corporation. Grand is NAC exhibit chairman.

Because only 150 displays will be available this year for concessions, NAC is anticipating a sell out before July 1.

"As great as our New York Coliseum show was last year," explained Grand, "we confidently expect that our 1957 Florida trade show will be a great inducement for buyers to combine the business convention with a winter vacation at Miami Beach's newest and most beautiful hotel . . . which means a bigger attendance."

## EXTRA PROFITS

Volume 12, No. 3

May 29, 1957

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast Representative: Paul Manning, 8141 Blackburn Ave., Los Angeles, Calif.

Advisory boards—  
Executives and heads of the concessions and vending departments of theatre circuits:

Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fax, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Dannell, Interstate Theatres, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett Wilkin Theatre Supply, Inc., Atlanta; Van Myers Wometco Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Ont., Canada; Morton G. Thalheimer, Jr., Neighborhood Theatre Inc., Richmond, Va.

Manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. S. Rathbun, Fred W. Amend Company, Chicago; Harold Marx, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Seld McPhell Chocolate Company, Oswego, N. Y.

## Canada Dry Names New President, Chairman; Reports Record Sales

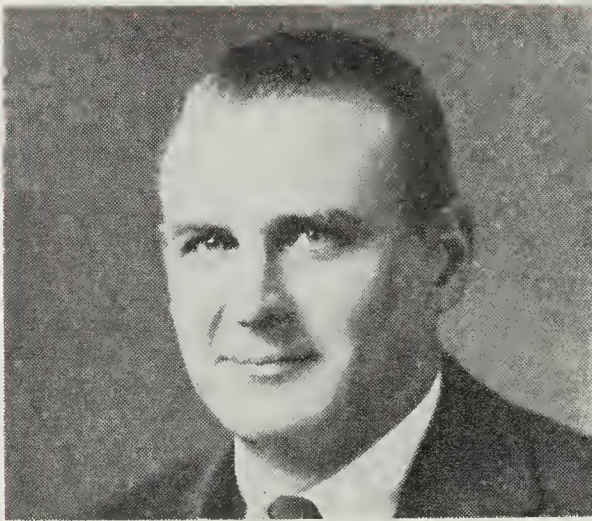


R. W. MOORE, SR.

NEW YORK—The board of directors of Canada Dry Ginger Ale, Inc., recently elected R. W. Moore, Sr., to the new offices of chairman of the board and chief executive officer. In assuming the new posts, he relinquished the office of president, which he had held since 1935. At the same time, the directors elected Roy W. Moore, Jr., son of the chairman, as president. He was previously executive vice-president and general manager.

The actions, it was announced, were the latest in a series of moves by the directors to advance a group of trained, younger executives to positions of greater responsibility. In an earlier action, the board named four men to vice-presidencies last February. Last year the company instituted a program of decentralization, to give field managers a greater degree of autonomy.

The younger Moore, the new president, was a vice-president of the company since 1949. He joined Canada Dry as a clerk in the purchasing department after graduating from college in 1940. He became manager of production in 1946. The elder Moore has been closely identified with Canada Dry's expansion since he entered the company in 1934 as vice-president. Elected president in the following year,



R. W. MOORE, JR.

he reorganized the company's methods of selling and distribution and increased the number of carbonated beverages produced from two to more than 20. During his tenure, the company's net sales rose from approximately \$7,500,000 in 1935 to \$77,563,586 last year.

### Record High Six-Month Sales And Earnings Reported

Canada Dry and its subsidiaries established record highs in sales and earnings for the six months ended March 31, it was reported last fortnight.

Net sales for the first six months of the fiscal year reached \$38,799,596, a substantial gain over last year's sales of \$35,530,032. Net income increased more than 28 per cent to \$1,294,473, or 62 cents per common share after preferred stock dividends, compared with \$1,009,123, or 47 cents a year ago.

Board chairman R. W. Moore attributed the increase to several factors. "Primarily, they reflect the success of our program of promoting our broadened line, which includes our fruit flavored beverages as well as our longer established products. This policy, which we initiated two years ago, is proving itself in that our newer items are now making a substantial contribution to earnings," he said.



Stanley Warner Philadelphia zone managers won \$675 in U. S. Savings Bonds at the completion of a recent concession drive. District manager A. J. Vanni also received an award for the district making the best showing. Seen above, seated, are Jack Flynn, district manager; Bernard P. Brooks, assistant zone manager; and Vanni. Standing, Birk Binnard, advertising and publicity director; William Hornung, Ardmore Theatre; Ronald Moray, Center; Earl Finney, Ritz, Wilmington, Del.; Jim McConomy, Hiway; Edward Kenly, Towne, Wilmington; Robert Kessler, Benn; and Francis De Verter, Capitol, York, Pa. Other winners, unable to be present, were Ben Blumberg, 69th Street, and Chester Woerner, Fairmount.

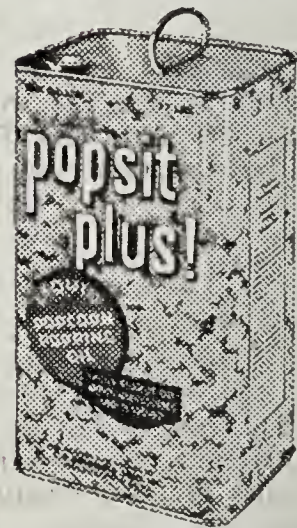
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new popcorn  
merchandising kit  
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Get ready for red-hot popcorn sales with this exciting new merchandising kit—consisting of perpetual motion "wobbler" and multi-color streamers.

It's yours free when you contact your **Popsit-Plus** jobber. Put zip in your popcorn sales—act today!

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plus these important  
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by the **Popping Oil Specialists**  
To The Nation

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## NAC Midwest Meeting Draws Record Crowd

CHICAGO—"If concession operation in any form is your business, and you are interested in new ideas and techniques for more profitable operation, then don't miss the Midwestern Regional Conference . . . sponsored by National Association of Concessionaires at Hotel Sherman in Chicago," it was recommended by Lester Grand, Confection Cabinet Corporation, who acted as co-chairman of the meeting earlier this month with Abe Bloom, Balaban and Katz Theatres.

Invitations were extended to theatres, concessionaires, drive-in operators, and stand owners in an eight state area, comprising Illinois, Indiana, Michigan, Ohio, Iowa, Missouri, Minnesota, and Nebraska. The cooperation of Allied States Association units and Theatre Owners of America state affiliates helped to build the largest attendance on record for an NAC midwestern regional meeting.

The morning program, in the Crystal Ballroom, was devoted to a discussion of conventional theatre type operation, with Harold F. Chesler, Theatre Candy Distributing Company, Salt Lake City, acting as moderator. Following a complimentary luncheon hosted by the Coca-Cola Company, the meeting took up drive-in and all types of outdoor operations, moderated by A. J. Schmitt.

## Ice Cream And Drinks

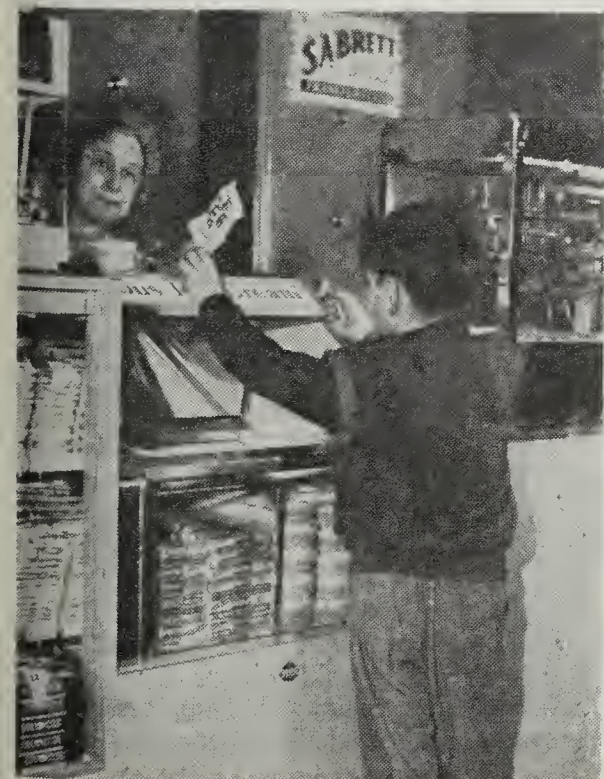
(Continued from page EP-3)

ported to be 10 cents.

Another feature of the unit, according to the manufacturer, is evaporative defrost, which eliminates connection of drains. The capacity of the dispenser being four gallons, it is particularly suited to the small indoor refreshment operation.

## Bally Ice Cream Display Case

A new, small, low-temperature display case designed exclusively for the merchandising of ice cream novelties in theatres and at drive-ins, and already in use in many theatres throughout the eastern states, was announced recently by the Bally Case and Cooler Company. The manufacturer states that vendors have



Tom J. Mitchell, Paramount manager, Baton Rouge, La., unit of the Don Stafford circuit, and Mrs. Mitchell recently came up with a unique method of promoting popcorn at an Advertising Club Jamboree in that city.

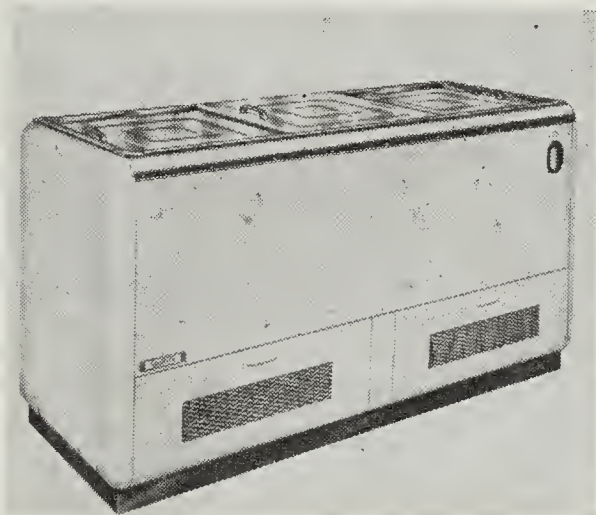
Each member and his wife attending the Jamboree of the Advertising Club had to represent a product that he promotes. Mitchell appearing as a Popcorn Clown, his wife as Buttercup.

reported instances where sales have more than tripled in ice cream merchandise through installation of the case.

Called the Theatre Ice Cream Merchandiser, the case is 26 inches deep and 30 inches long, with 4.3 cubic feet of refrigerated display space that holds approximately 875 items, it is said.

Drive-in operators should be especially pleased with the construction features of the case inasmuch as exposure to weather elements, rain, cold, or heat, does not affect the finish, it is said.

## QuiKold Forced Air Cooler



The Model 2100-FA Forced Air Electric Beverage Cooler, a new addition to the QuiKold line of beverage and dairy coolers, has been introduced by S and S Products, Inc.

The new QuiKold cooler's forced air system produces exceptionally fast, economical cooling, according to S and S, and is supplied with four cooler grills or dividers to provide divided storage space. Capacities of Model 2100-FA are 19 cases of seven-ounce bottles corded; 16 cases of eight-ounce bottles corded; and 12 cases of 12-ounce bottles corded.

Inside tank dimensions are 59½ inches by 21 inches by 17 inches. It is designed for dry operation only.

## Coca-Cola Stock Meet Gets Optimistic Report

WILMINGTON, DEL.—Coca-Cola Company "made substantial progress competitively" during 1956, William E. Robinson, president, told stockholders at the annual meeting earlier this month in the Corporation Trust Company offices here.

According to a recently released survey, Robinson said, the volume of business for the bottling industry as a whole was a two per cent increase over 1955, while Coca-Cola's increase was five per cent above 1955. The two per cent increase, he said, was not as much as the industry had hoped for, with poor summer business resulting from cool weather.

Cooperation with bottlers at the local level was "more intensive and comprehensive" during 1956 than ever before, particularly in advertising and promotion, Robinson said, and results were very good. The cooperation is continuing in 1957. Coca-Cola's earnings in the first quarter, the president reported, should show a "healthy advance" over the earnings in the first quarter of last year.

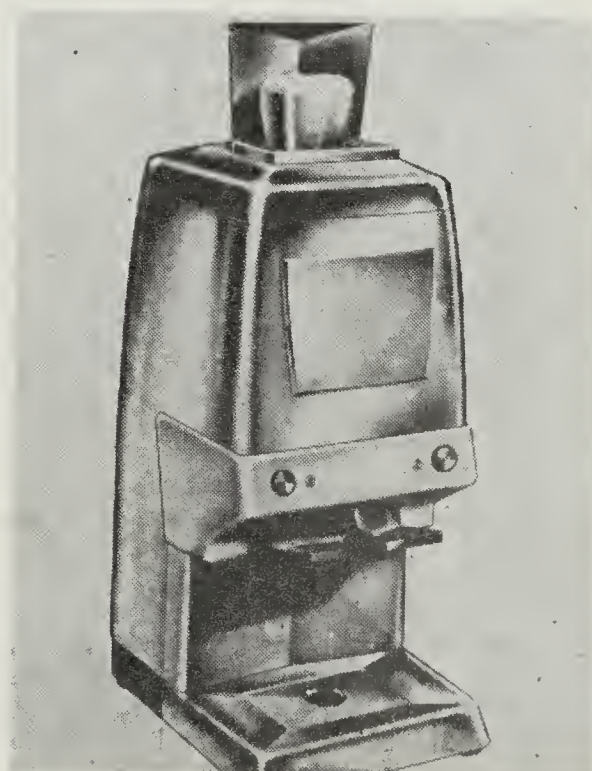
Directors reelected include Robinson, Charles H. Candler, A. B. Freeman, E. W. Stetson, and R. W. Woodruff.

## New Dane Convertible Unit

"First" in the new Dane Corporation's beverage dispensing line was introduced earlier this month at the National Restaurant Show in Chicago.

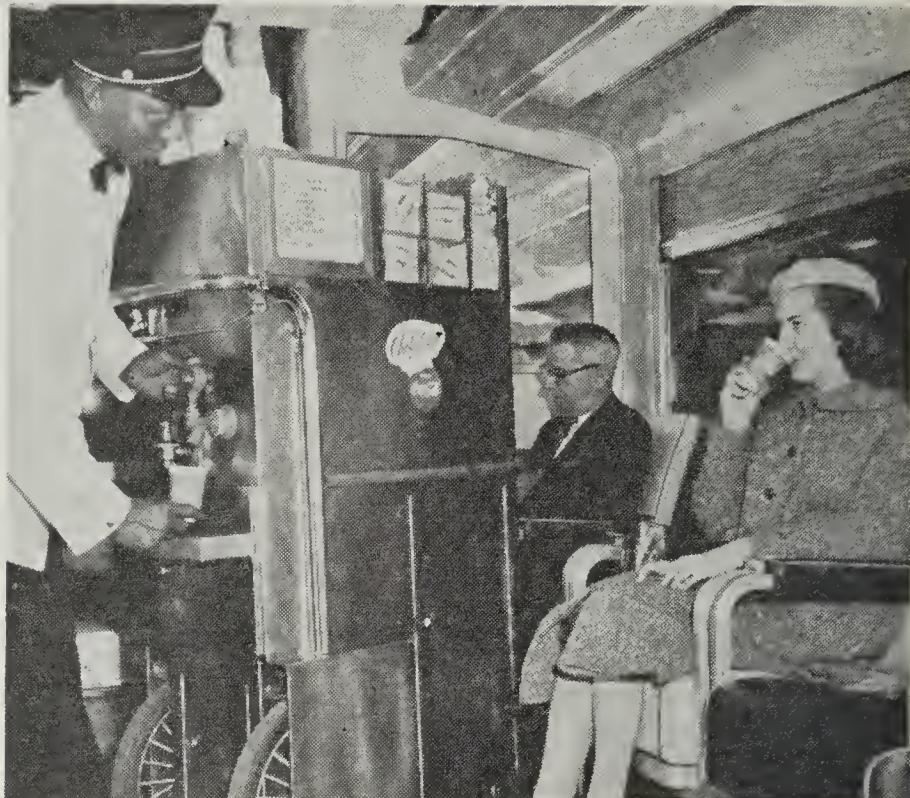
The Dane model, known as the DC-1, has been designed as a convertible unit, but it is primarily intended for the serving of chocolate drinks prepared from the various powder mixes containing milk solids to which only water need be added. The unit is equipped with a "chill-pak" that permits it to serve cold chocolate drinks and a number of other cold drinks as well as hot chocolate, in season.

"Whip-a-Drink" action, built into the unit as standard equipment, can be used or not, depending on the product being dispensed, by throwing a switch. This action is said to give the chocolate, as well as some other drinks, a new, super smoothness and a rich, aerated, and creamy texture.



## New Equipment Helps To Sell

# Ice Cream and Cold Drinks

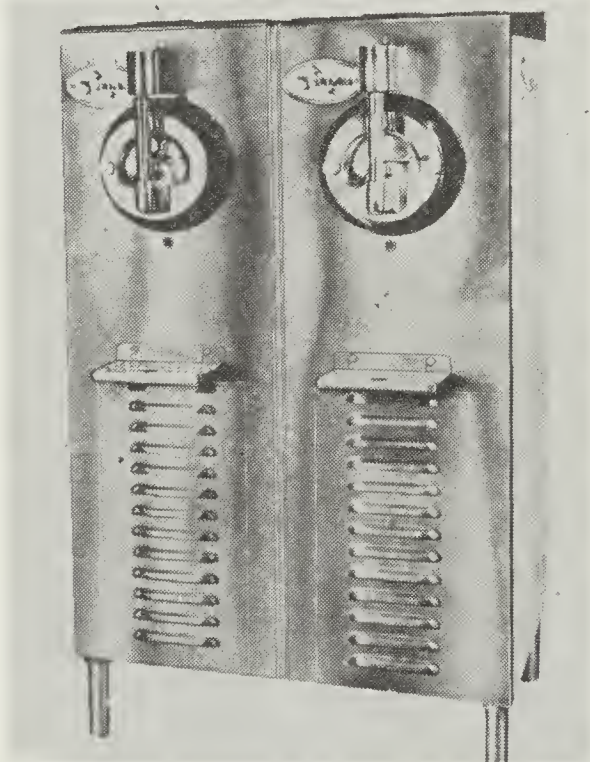


THE COCA-COLA "CHEF'S CART"

WITH THE BEGINNING OF SUMMER less than a month away and the prospect of many hot days and nights facing the prospective moviegoer, conventional and drive-in exhibitors alike may well give additional attention to their cooler and more refreshing extra profit items and check on the equipment with which they expect to dispense them.

Because summer is almost synonymous with ice cream and cold soft drinks, a glance at a few of the many new and dependable sales aids being offered by prominent manufacturers is the best way to kick off a program designed to reap extra profits in a season when the appetite of many customers is likely to need liquid inspiration.

### Sweden Freezer Units



Two new versions of the Silver Anniversary line of milkshake and soft ice cream equipment are being produced by Sweden Freezer Manufacturing Company.

The Sweden models 1-232 SoftServer and the 1-233 ShakeMaker, recently introduced, were designed, it is said, to keep pace with the demand for additional production and more versatile equipment since the 211 ShakeMaker and 212 SoftServer counter models were brought out

in 1955. The Silver Anniversary line of four floor models, each of which occupies about two square feet, was introduced in 1956, in the models 207 and 217 ShakeMakers, and the 208 and 216 SoftServers. The newest SoftServers and ShakeMakers are a pair of 215s and 216s joined. Together, they are only 29 $\frac{3}{4}$  inches wide, 52 $\frac{5}{8}$  inches high, and 20 inches from front to back.

Pricewise, the new machines can be purchased as a unit at less than the cost of two single machines and they give the versatile performance of a twin head machine by dispensing multiple flavors, the manufacturer states. The 1-233 ShakeMaker has a production capacity of four 12 ounce shakes a minute on each side. The 1-232 SoftServer dispenses 10 gallons of product an hour from each side or eight two-ounce servings a minute. The Air-O-Metric mix feed system, which proved efficient on the 211 and succeeding models, likewise is a part of the 1-232 and 1-233, Sweden says. If additional production capacity of milkshakes or soft ice cream is desired after installation, kits containing a stainless steel joining strip, eight bolts, and simple step by step instructions may be obtained as accessory equipment. Thus, either the model 1-215 or 1-216 can be added in the field.

### Coca-Cola's "Chief's Cart" Bows

One of the most interesting supplemental drink-dispensing, drink-merchandising units to appear on the market in some time has been introduced by the Coca-Cola Company, on an experimental basis, on the Pennsylvania Railroad trains running between New York, Washington, and intermediate points.

This is a gleaming, stainless steel and plastic "chef's cart" that navigates narrow aisles on wheels, offering a variety of beverages and food to passengers. The many uses of such a unit in roofed and outdoor theatres immediately comes to mind and it is expected that it will be made available on a wide scale if the current trial proves successful. The initial group of 16 chef's carts was introduced last month.

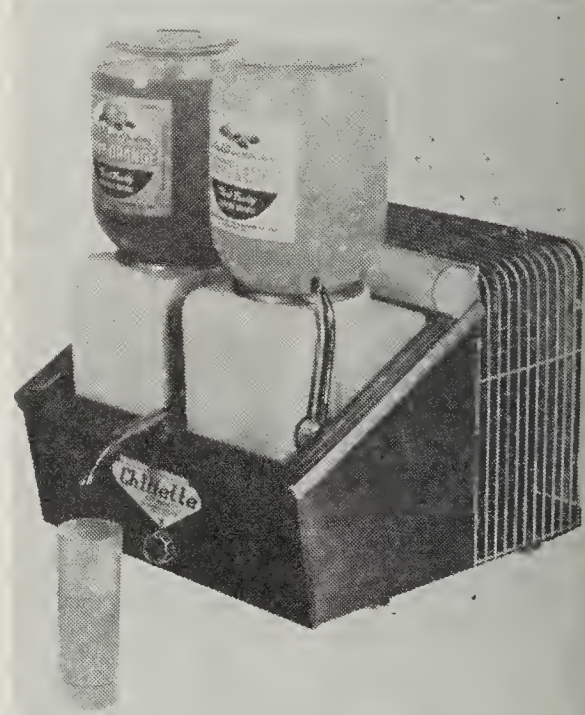
Among the beverages which can be served from the cart, the approach of

which is heralded by a tinkling bell, are Coca-Cola dispensed by the premix system, coffee, cold milk, chocolate milk, and orange and tomato juices, as well as ice cream. There is also space for sandwiches and pastries.

Sixteen inches wide, the vending cart is equipped with a large vacuum-insulated container to insure proper temperature control and is topped with a clear plastic display case. A storage space contains additional supplies of cups, straws, and similar items.

Economy to the purchaser and to the operator was cited by the Pennsylvania when it adapted the chef's cart in an effort to meet patrons' demands for tasty and inexpensive refreshment.

### Chillette Twin-Flavor Dispenser



A compact unit for dispensing the always-welcome fruit drink is manufactured by the Du-Donne Manufacturing Company. Known as the Chillette Model 20 Twin-Flavor Dispenser, the 12 $\frac{1}{2}$ -inch high unit occupies a space of 16 square inches and is said to be completely self-contained and self-refrigerated by a one-sixth horsepower sealed compressor. The average cost of daily operation is re-

(Continued on page EP-4)



*They  
like it  
best . . .  
and*

# THEY DRINK IT MOST!

**that means  
bigger profits  
for you!**

Over 50 million times a day, people the world over enjoy the special pleasure of Coca-Cola . . . proving they prefer top-quality in refreshment as in entertainment. When you feature this proven favorite . . . so good in taste, in such good taste . . . you sell *more*. So—you make *more profit*.



**SIGN OF GOOD TASTE**

**4 STAR FEATURE ★ QUALITY ★ PREFERENCE ★ PROFIT ★ SERVICE**

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# CANDYDLY SPEAKING

IN THE MOTION PICTURE EXHIBITOR June 19 issue, EXTRA PROFITS will appear again after an interval of three, instead of the customary four, weeks as it will be combined with its companion monthly supplement, PHYSICAL THEATRE, on that date.

BECAUSE the theatre refreshment operation is becoming more and more closely allied with the actual physical design and maintenance of the theatre itself, the editors have reached the conclusion that readers will be served best by a bigger and better monthly department which will embrace all facets of theatre operation, in one handy form. Thus, the exhibitor interested primarily in the theatrical structure will have at his fingertips also the refreshment stand features and information which in many cases influence the design or modification of the existing house. Those more interested in the concession operation will have the opportunity, on the other hand, to acquire new ideas in that direction from PHYSICAL THEATRE, which frequently has trespassed on EXTRA PROFITS, especially where drive-ins are concerned.

WITH respect to food and refreshment equipment emphasized by EXTRA PROFITS, we believe that most readers will agree that consideration of the physical plant in relation to the kind of unit they are able to install is essential. This week, reviewing ice cream and cold drink installations, it is obvious that the confection stand of old is growing into a major and specialized operation which can no longer be separated from the theatre in the vast majority of cases.

THE identity of neither PHYSICAL THEATRE nor EXTRA PROFITS will be swallowed up by the enlarged department. On the contrary, your editors will endeavor to cover more ground and to offer more down-to-earth, practical suggestions and features than ever before in an effort to be of greater service to almost 10,000 interested readers.

—BILL HADDOCK

This attractive refreshment stand emphasizes ice cream and cold drinks, always dependable extra profit builders in summer and winter alike.

**Candy is Delicious Food**  
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

**Popcorn Is A Nutritious Food**

Cooperating with the  
NATIONAL ASSOCIATION OF  
CONCESSIONAIRES

Dedicated to serving the popcorn  
and concession industries.

# EXTRA PROFITS



with *no* investment on your part  
of money, time or effort . . .

## BERLO WILL ..... INCREASE YOUR NET REFRESHMENT PROFITS!

Whether you operate an indoor or drive-in theatre  
. . . in a big metropolitan area or a small neighborhood  
community . . . you'll earn more actual net profit when  
Berlo operates your refreshment stand than you can  
earn running it yourself! . . . You and your money  
will be completely free to operate and promote  
your theatre **FULL TIME!**

**BERLO TAKES CARE OF EVERY PROBLEM YOU HAVE . . .  
all YOU do is CASH IN on net profits every month!**

- BERLO hires and trains your sales people — and supervises them.
- BERLO pays all salaries, social security, workman's compensation and unemployment taxes . . . does all your bookkeeping!
- BERLO buys, installs and services all finest concession equipment.
- BERLO, with over 40 years of successful vending experience knows what sells best and how to feature it for fast turnover!
- BERLO buys and stocks only first-quality merchandise . . . delivers it promptly . . . and keeps stocks tasty-fresh!
- BERLO supplies you with everything . . . from candy machines to complete Lobby Shops.
- BERLO pays for dramatic, hard-hitting sales promotion.
- BERLO gives you \$1,000,000 worth of public and product liability insurance.

**LET US PROVE OUR STORY IN TEN MINUTES!**

### **A**merica's **B**est **C**oncessionaire

Delivers The Highest Per-Capita Sales In The  
Entire Amusement Field

**Write or Call Collect . . . NOW!**

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(Philadelphia)



# BERLO



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A Division of A.B.C. Vending Corp.

**333 SOUTH BROAD STREET, PHILADELPHIA 7, PENNA.**  
OFFICES EVERYWHERE

### Jacksonville

George Friedel, former Oklahoma film salesman, has replaced retired Phil Longdon on Thomas P. Tidwell's 20th-Fox staff. Longdon was forced to retire because of a chronic illness. . . . Bill Baskin has rejoined Florida State Theatres' booking staff after a year out of the industry. . . . The Howco exchange, managed by Abner Camp, now is operating at 122 East Bay Street. . . . The 20th-Fox screening of "The Big Show," held in the Florida, attracted a large group of exhibitors, radio and TV commentators, local and civic leaders, and company stockholders.

**MIAMI, FLA., NEWS**—Joe St. Thomas, assistant to Van Myers, head, Wometco confection department, returned to work following surgery. . . . Jay Handlesman has been appointed manager, Strand. . . . Traverse Hight is handling Wometco vacation relief assignments, with Jim Waggoner taking over for Hight on day-off reliefs. . . . Wometco Old Guard held its annual banquet at the Westview Country Club. Service awards included a 30-year bonus to Mark Chartrand, head, public relations department; 25-year awards went to Herman Silverman, booker; Walter Toemmes, manager, Ace; and secretaries Madeliene Tremblay and Betty Stokes. James Loomis, art department, received a 20-year award of a gold watch. New members of the Old Guard were introduced, including Keith Hendee, manager, Gateway, Ft. Lauderdale, Fla.; Marty Wucher, confections; and Krag Collins, manager, Center. . . . Howard L. Dutkin, an alumnus of MOTION PICTURE EXHIBITOR editorial staff, now an architect, announced the opening of his office at 1813 N. E. 163rd Street, North Miami Beach.

### Minneapolis

The Lyric, Eureka, S. D., modernized its projection equipment and installed new rectifier conversions and lamp modifications, as has the Rex, Henning, Minn. . . . Pat Goggin resigned as manager, Gilles, Wahpeton, N. D., to become manager, State and Andria, Alexandria, Minn. . . . Minnesota Amusement company announced that Palmer Johnson has been switched from the Egyptian, Sioux Falls, S. D., to the Maco, Virginia, Minn., replacing Durwood Thompson, who was moved to Grand Forks, N. D. . . . Hal Kirk, new manager, Homestake, Lead, S. D., plans to add home talent vaudeville to the theatre's program. Kirk succeeds Vern Austin, who moved to the Black Hills Amusement Company's Rapid Drive-In, Rapid City, S. D.

### New Orleans

The Vinton Amusement and Recreation Association, an organization of businessmen and civic leaders, reopened Savoy's Joy, which had been dark for several years, renaming it the Joy Vinton. M. L. Krippse is in charge. . . . Clarence Hooper, who assumed operation of the Joy, Shubuta, Miss., found business unsatisfactory and planned to relinquish the theatre to owner W. D. Maxwell. . . . Mrs. Francis T. Johnson has bought an interest in the

(Continued on page 29)

## Double Drive-In Corp. Bidding Suit Settled

CHICAGO—It was announced last fortnight that Double Drive-In Corporation vs. Warner Theatres, et al., pending in the District Court here before Judge Igoe since 1955, was settled out of court. The Double had complained that it was forced to bid for first outlying run against Loew's Twin Open Air and the Starlite Drive-In, but was not allowed to bid against conventional theatres operated by B and K and by Warner Theatres.

The result of the settlement is that the three drive-ins may all play day and date and there will be no bidding. Columbia was not included in the settlement, however, and there is still a separate suit by the Double pending against that company.

Simon and Collen and Philip Toomin represented the Double.

## Cleveland

Nate Schultz will be celebrating his 20th anniversary as Monogram and Allied Artists franchise owner in Cleveland during the June 23-Aug. 17 period, to be known as the Date for Nate Drive. Schultz started in business in 1923 as a poster clerk, Paramount, advanced to shipping clerk, Lande Films, and then went into independent distribution. In 1937, he acquired the Monogram franchise. Currently, he is the only AA franchise owner in the eastern part of the nation. . . . Margaret Dugan, Imperial Pictures bookkeeper, resigned and is joining her husband, John, in Kansas City, where he is affiliated with the Durwood Theatre Circuit. Succeeding her at Imperial is Peggy Steiner, former RKO bookkeeper. . . . Walter Steuve, State and Royal, Findlay, O., was recovering from an appendectomy.

## Denver

The Department of Justice has given its okay to Fox Inter-Mountain Theatres taking over the new Woodlawn, Littleton, Colo. Breck Fagan, former city manager, Longmont, Colo., was named Woodlawn manager. . . . More than 350 persons attended "The Big Show" screening by 20th-Fox in the Centre. . . . Foster Blake, Universal division manager, and Lester Zucker, district manager, were in. . . . Joe Kaitz, booker, Warners, became the father of a son. . . . E. C. Werner is the new bookkeeper, Service Theatre Supply. . . . George and Harold McCormick have closed the Logan, Sterling, Colo. . . . Carlin Smith has closed the Bison, McCook, Neb.

Watch for them!

**NEXT!**

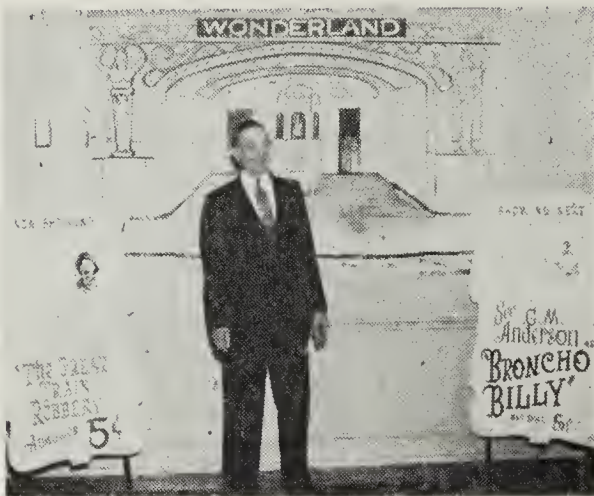
**Omaha Territory**

Issue of June 5

**Memphis Territory**

Issue of June 12

Save them!



R. L. (Bob) Livingston, Caoper Foundation executive, president of Nebraska Theatre Owners Association, and secretary, Theatre Owners of America, is seen in front of a reproduction of Lincoln's first nickelodeon, "The Wonderland," where he started his career in the motion picture business 50 years ago. The sketch was part of the party decorations at an affair given him by his Lincoln co-workers.

## Des Moines

Iowa-Nebraska Allied, in a bulletin, struck out at MGM for plans to use Mickey Rooney in a full length feature based on the TV Playhouse 90 show, and at the same time use a younger star to revamp the Old Hardy Family series into a TV release. The Bulletin pointed out the Hardy series made money for the theatres and raised the question as to why MGM must release it to TV now. . . . Cliff Marquis, Colfax, Ia., has purchased the Star there from J. M. Beatty, Des Moines. . . . The Ute, Ia., Commercial Club has reopened the Ute, with two showings a week. . . . Ben Brinck, owner, West Point, Ia. theatre, is dismantling the house and converting it into a bowling alley.

H. B. Ashton has been named manager, Broadway, Council Bluffs, Ia. Ashton formerly was manager, State, Omaha.

## Film Exchange and Dealer Listing for the INDIANAPOLIS FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

### • Film Distributors

- ALLIED ARTISTS, 433 N. Illinois St.—MELrose 4-6452**  
Br. Mgr.: Edward Spiers. Office Mgr. and Booker: Russell N. Bleeke. Sales: Luther Siebert, Harold Rose. Emerg. Phone: Robert Norris, Shipper, CHapel 4-7933.
- BUENA VISTA (Disney), 443 N. Illinois St.—MELrose 4-9750**  
Rep.: T. O. Dillon. Emerg. Phone: ATwater 3-5966.
- COLUMBIA, 432 N. Illinois St.—MELrose 4-8408**  
Br. Mgr.: Murray L. Devaney. Office Mgr.: Robert Arvin. Sales: Tom Goodman, Irving Dreeben, Sam Greisman. Boo'er: William Worrell. Cashier: Louise Munson. Emerg. Phone: Fleetwood 6-9981, ME 2-8821.
- METRO-GOLDWYN-MAYER, 421 N. Illinois St.—MELrose 4-4361**  
Br. Mgr.: Foster B. Gauker. Sales: Val. Klaiher, Owen Prescott, Dewey V. Taute. Bookers: Marjorie Richter, Dorothy Skaggs, William Daurelle. Cashier: Doris Rogers. Field Exp.: J. E. Watson. Emerg. Phone: Caros Hill, Hd. Shipper, Fleetwood 9-4367.
- PARAMOUNT, 116 W. Michigan St.—MELrose 4-7563**  
Br. Mgr.: G. R. Frank, Office Mgr. and Boo'er: Tam Oaks. Sales: Abe J. Gelman, Durand C. Newman. Booker: Harold Dumas. Cashier: Mel Brown. Emerg. Phone: R. E. Whaling, Hd. Shipper, MELrose 4-7381.
- REALART, 441 N. Illinois St.—MELrose 4-4438**  
Br. Mgr.: Helen F. Bohn. Booker: Josephine Schmidt. Emerg. Phone: Bohn, MELrose 4-2361.
- REPUBLIC, 444 N. Illinois St.—MELrose 5-4419**  
Br. Mgr.: Paul Webster. Office Mgr. and Booker: James Franklin. Sales: Curtis G. Butler. Cashier: Dawn Clemens. Emerg. Phone: Webster, Clifford 1-8440.
- SAFER, 439 N. Illinois St.—MELrose 5-8517**  
Owner-Mgr.: Jack A. Safer. Office Mgr. and Booker: Lorraine Taney. Emerg. Phone: Safer, MELrose 4-2361.
- 20TH CENTURY-FOX, 326 N. Illinois St.—MELrose 4-5581**  
Br. Mgr.: Ray Schmertz. Sales: K. L. Dotterer, Robert Meyer, Herman Hallberg. Booker: William Zoetis. Cashier: Waldo A. Michel. Field Exp.: Ted Tod. Emerg. Phone: Donovan Underwood, Shipper, MELrose 1-4651.
- UNITED ARTISTS, 120 W. Michigan St.—MELrose 4-3551**  
Br. Mgr.: Edwin A. Bigley. Office Mgr.: Rush Williams. Sales: Russell Brentlinger, Harry Meadow. Booker: Betty Gedling. Cashier: Mary Lang. Emerg. Phone: Williams, WALnut 5-4100.
- UNIVERSAL-INTERNATIONAL, 517 N. Illinois St.—MELrose 4-5452**  
Br. Mgr.: Samuel Oshry. Office Mgr. and Booker: Milt Ettinger. Sales: Howard Lee, Frank Warren, William Brenne. Booker: Jeanne Faber. Cashier: Barbara Ja Kina. Emerg. Phone: Ettinger, MELrose 4-3097.
- WARNER BROS., 120 W. Michigan St.—MELrose 4-3581**  
Br. Mgr.: C. W. McKean. Office Mgr.: George R. Anderson. Sales: Gayle Black, Jules Goldman. Bookers: Carol Payne, Jerry Malik. Cashier: Barbara Apple. Emerg. Phone: J. B. Welty, Hd. Shipper, MELrose 1-2672.

### • Supply Dealers

- FALLS CITY THEATRE EQUIP.—427 S. 3rd St., Louisville, Ky.—JUNiper 4-7559**
- GER-BAR, INC.—442 N. Illinois St.—MELrose 4-1727** Emerg. Phone: CL 5-2826.
- NATIONAL THEATRE SUPPLY—436 N. Illinois St.—MELrose 4-4517** Emerg. Phone: ME 4-4517.

### • Screen Trailers

- NATIONAL SCREEN SERVICE, 328 N. Illinois St.—MELrose 4-1573**  
Br. Mgr.: Ted Leebtag. Office Mgr.: George Bryan. Sales: Herman Baath, Abe Madison. Emerg. Phone: Bryan, VICTor 6-1929.

### • Signs, Advertising and Printing

- ADVERTISING SPECIALTIES CO., 741 W. Washington St.**
- ALEXANDER FILM CO., 6487 Broadway**
- AFFILIATED ADVERTISING DISTRIBUTORS, 443 N. Illinois St.—MELrose 4-9546**
- NATIONAL SCREEN SERVICE, 328 N. Illinois St.—MELrose 4-1573**

### • Messenger Services

- BRADFORD FILM TRANSIT CO., 120 Tiptecanoe St.—MELrose 4-6112**  
Emerg. Phone: CHapel 4-4506, 4-4611.
- INDIANA FILM TRANSIT CO., 220 N. Osage St.—MELrose 4-4453** Emerg. Phone: CHapel 4-1953

### • Service Companies

- ALTEC SERVICE CO., 4427 Indianola—MELrose 2-2031**
- RCA SERVICE CO.—MELrose 2-3321**

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## Bleary Eyed Cinema Addicts Hit Paydirt

ROCHESTER, N. Y.—Antique automobile enthusiasts, railroad history fans, and bird watchers, all love a holiday and an excursion, but for really dedicated junketers, none can beat the old movie fans. One hundred of them, from New York, will arrive in Rochester on Memorial Day to spend all day and almost all night for three days and three nights at their fondest pursuit. They will sit through 11 movies between Thursday evening and Sunday afternoon in the Dryden Theatre of George Eastman House.

The group will be ogling movies at three in the morning on Saturday and 3:30 a.m. on Sunday. The first morning, Friday, they'll retire early, at one a.m., because that will be only the warm-up. There will be time off for meals.

The dedicated fans are members of a New York club called Cinema 16 who can't find enough old movies in New York to satisfy them. George Eastman House's film library is to them what whooping cranes are to bird watchers, the "most."

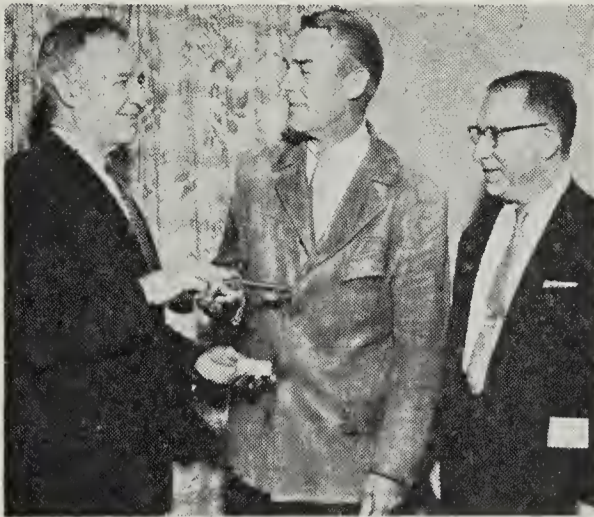
James Card, Eastman House film curator, who gives nothing but encouragement to this kind of party, has trotted out of the archives just what the guests have ordered, including Clara Bow in "It." Card reports that the club members are characteristic of most hobby groups, comprising doctors, lawyers, teachers, writers, salesmen, and students.

## Charlotte

Nancy Wilson, MGM, will be installed as WOMPI president at the annual installation dinner early next month. . . . Lucille Price, secretary, Theatre Owners of North and South Carolina, was in Asheville, N. C., recently to confer on plans for the 45th annual convention with convention committee chairman Sam Irvin. . . . An early June industry outing with golf as the highlight will be held at Linville, N. C., sponsored by Colonial Theatres, Valdese, N. C. . . . 20th-Fox screened "The Big Show" in the Carolina. . . . The North Carolina Legislature at Raleigh tabled the bill proposing a 75 cent minimum wage law. . . . C. C. Price closed the Rand, Randleman, N. C. . . . The Stewart and Everett circuit planned to close the Grand, Mt. Airy, N. C., last week.

## Chicago

Joan Kerr joined the staff of Norman Pyle, MGM publicist. . . . Joseph Odendhal, Loop staff, was better after hospitalization. . . . James Coston, circuit owner,



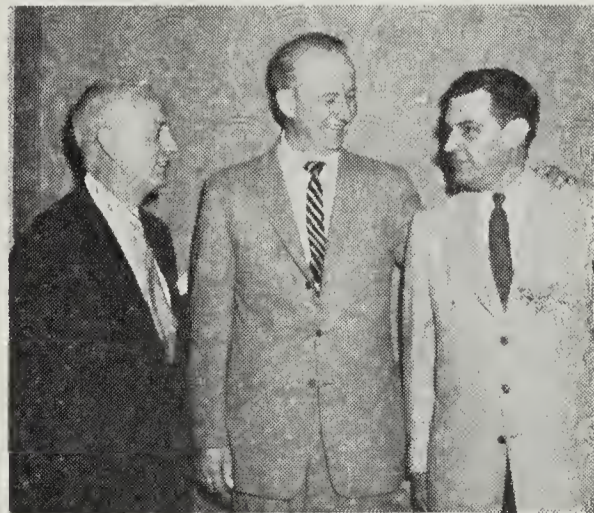
A Cincinnati ordinance requires anyone coming to the city with a gun to turn it into authorities, and Randolph Scott, center, complied recently by handing his revolver to Mayor Charles P. Taft, left, in return for a key to the city. Looking on is Phil Fox, Columbia branch manager. Scott was in to promote "The Tall T."

was chosen chairman, John Balaban Memorial Fund, sponsored by the Variety Club. Others on the committee are Jack Kirsch, William Hollander, Manny Smerling, and Jack Rose. . . . Barney Ross, former boxing champion, filed a \$5,000,000 suit in Federal Court, through attorney Harold Perlman, against the producers of his life story, "Monkey On My Back," now showing in the Woods. Ross bases his suit on advertising which he alleges damaged his reputation. Named as defendants are United Artists and Essaness Associates, Inc.

Frisina Amusement Company was to open its ninth drive-in, the Midway, Lawrenceville, Ill., shortly. . . . Charles Dietsch leased the Henry, Henry, Ill., from Bissell Shaver. Dietsch formerly managed the Woodford, Eureka, Ill. . . . Van A. Nomkos, circuit owner, conducted a benefit for American schools in Greece. . . . Abe Platt, B and K, was made chairman, 1957 alumni fund, Illinois Institute of Technology. . . . Morris Hellman, United Artists, observed a full half century in the industry. . . . Sol Gordon, 20th-Fox publicity chief, Detroit, will succeed Ted Tod, veteran publicist here, who resigned to retire. . . . Norman Turek was named Irving manager.

## Cincinnati

"Around The World In 80 Days" will open June 13 in the neighborhood Valley for an extended run, under arrangements completed with Louis Wiethe, owner. In-



"The Big Show" of 20th-Fox in Cleveland was attended recently by, left to right, Frank Murphy, Loew's; Tom McCleaster, district manager; and Jack Silverthorne, manager, Hippodrome.

## Drive-In Law Eased For Sunday Shows

RALEIGH, N. C.—The North Carolina Legislature has enacted a special law permitting drive-ins in Forsyth County to open at dusk on Sunday, instead of nine p.m.

The nine p.m. opening time was set in a special act passed by the 1951 Legislature and was designed to make rural theatres conform to Sunday hours prescribed by city ordinances for movie houses inside Winston-Salem. Recently, however, the city extended its limits to take in areas including Flamingo and Skyview Drive-Ins, and pressure to relax the city laws began. The City Board of Aldermen, confronted with long lists of cars waiting in front of drive-ins downtown and neighborhood houses for the nine p.m. opening time, relaxed the city ordinances to permit the showing of movies from 12:30 p.m. until midnight.

A bill immediately was introduced in the State Legislature to grant drive-ins and houses outside the city limits similar rights. Drive-ins outside the city affected by the change included the Winston-Salem, Robin Hood, Bel Air, and Starlite.

stallation of the Todd-AO equipment in the 1,400-seat house is now underway. . . . In a tie-in with merchants in Fairborn and Sidney, O., and Frankfort, Winchester, and Shelbyville, Ky., the Chakeres Circuit will provide free admission to its houses in these cities for school children during the summer months. With merchant cooperation in Urbana, Celina, and Greenville, O., the circuit is promoting car give-aways, in line with similar successful promotions the last several years. . . . Screen Classics will distribute Murray Productions films in the Indianapolis and local areas under arrangements completed by Edward Salzberg, Screen Classics, and Gordon Murray. . . . Carl Ferrazza, manager, Keith, was the subject of an illustrated feature story in the Times-Star. . . . Both Buena Vista and DCA have moved from Logan Street locations to larger quarters at 1632 West Central Parkway. . . . Mark Cummins has sold his Circle 25 Drive-In, Lexington, Ky., and Blue Grass Drive-In, Georgetown, Ky., to Dick Johnston, owner, Family Drive-In, Lexington. . . . Chakeres Circuit installed an 80-foot screen at the Lake Drive-In, Celina, O. . . . A patron sued RKO Midwest Corporation for \$10,000 damages because of injuries allegedly sustained at the downtown Palace when a seat collapsed. . . . The Riverside Drive-In, near Dayton, Ky., was closed by the Kentucky Department of Revenue for non-payment of state taxes. . . . New on Film Row are Barbara Humphert, Screen Classics, and Tamasine Becker, Universal.

COLUMBUS, O., NEWS—There were reports that Michael Todd may book "Around The World In 80 Days" in a local theatre. Representatives of Todd were canvassing several houses. . . . Robert Middleton, who was a Cincinnati business man before becoming an actor, was in town for interviews in connection with the first-run booking of Paramount's "The Lonely Man" in Miles drive-ins. . . . Man-

**FASTER!** **BETTER!**

**SPECIAL TRAILERS**

**FILMACK 'NUF SED!**

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## Bidding For First-Run Seen On Increase

ALBANY—Bidding by drive-ins in the territory for first-run product is on the increase. Latest to place this emphasis on fresh pictures is Dominick Carelli, operating the Hudson River Drive-In, Stillwater, N. Y. He is bidding against the State, Mechanicville, N. Y., operated by Jules Perlmutter on lease from Benton Theatres. Last season, the Hudson River was seven days behind State, three miles away.

Joseph Warren had previously notified Albany exchanges he wanted to bid for first-run films, in the Saratoga, N. Y., area, for his new Super 50 Drive-In, Ballston Spa, N. Y. The 1,000-car Boner, scheduled to open last week, is 12 miles from Schenectady. Its availability, as to first-run in that city of 92,000, reportedly was a factor in the decision by several distributing companies to grant the Super 50 bidding rights for Saratoga. The latter, especially in the summer, plays pictures on national release date, sometimes ahead of Schenectady. Differing availabilities for Super 50, as to Schenectady, were fixed by at least two distributors.

Fabian operates three conventional theatres in Schenectady. The Walter Reade Circuit conducts two in Saratoga Springs, while Sarto Smalldone bid last season for first-run product from various companies for his Malta Drive-In.

Warren engaged Sid Dwore, Cameo, Schenectady, to buy and book the Super 50. Dwore performs the same services for four other drive-ins.

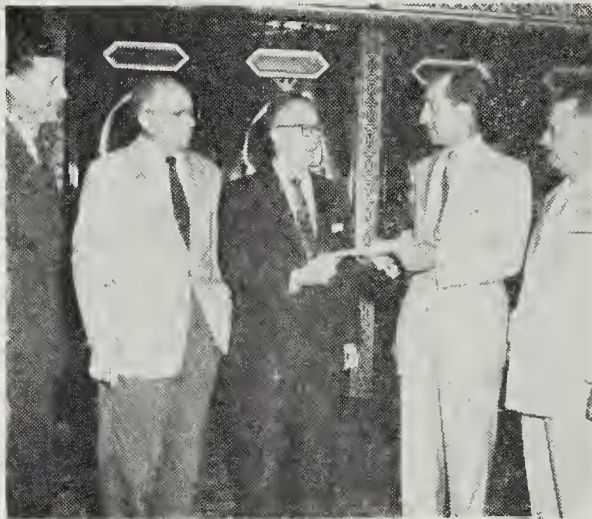
### Albany

William Hanley, former RKO chief booker, now is booking for Allied Artists. Bob Adler functions as office manager and salesman, under the new operation by company, instead of the former franchise management of Harry Berkson and Nate Dickman. . . . Jack Goldberg, retired MGM branch manager, was recovering from surgery. . . . The Schine circuit darkened the Strand, Hudson Falls, N. Y., and Strand, Seneca Falls, N. Y. . . . Mrs. Uly S. Hill, 81, mother of Bud Hill, projectionist, John Gardner's Turnpike Drive-In, Westmere, N. Y., and widow of the former managing director of five Albany theatres for Moe Mark group during the 1920's, died. . . . Forty stockholders were in the audience at the screening of 20th-Fox's "The Big Show" in Fabian's Palace. Branch manager C. G. Pantages opened the exhibition with a brief statement. . . . Sidney Bernstein, reviewer for State Education Department's Motion Picture Division, was promoted by Dr. James E. Allen, Jr., State Commissioner of Education, to the post of assistant director.

### Atlanta

R. D. Word, Alabama exhibitor, is new owner of the Arabian, Arab, Ala., from its former owner, Mrs. Louise Whatley. . . . Frank Miller is the new owner, Towne, Jackson, Ala., from Wendell McCoy. . . . A recent opening was the Dixie Drive-In, Leighton, Ala. Owner is L. P. Howard. . . . Ralph Johnson, owner, Zeb-

## NEWS OF THE TERRITORIES . . .

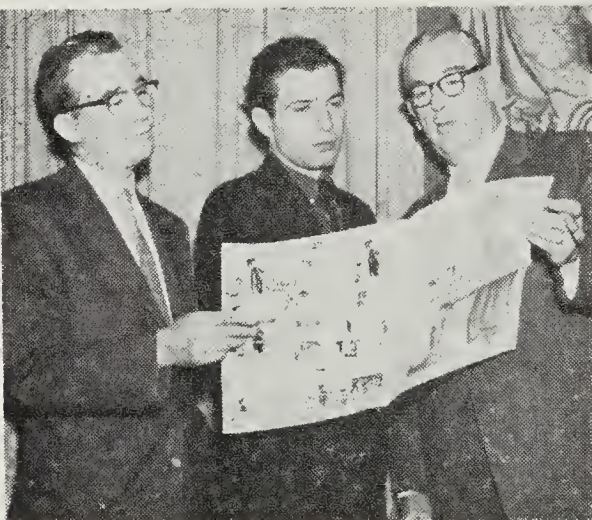


Among those on hand for the 20th-Fox "The Big Show" screening at the Fox, Atlanta, were, left to right, Dan Coursey, Atlanta branch manager; Noble Arnold, Fox theatre manager; Harry G. Ballance, 20th-Fox southern division manager; John Carter, independent theatre owner, Atlanta; and Paul S. Wilson, southwest district manager.

ulon and the Cairo Drive-In, Cairo, Ga., became the father of a son. . . . Mrs. Robert Douglas closed the Decca, Decherd, Tenn. . . . Lois Cone, booker, Martin Theatres, was named WOMPI of the Year. . . . The Starlite Drive-In, Chipley, Fla., which was closed for some time, has been reopened by Irving Roche. . . . The Cintronelle Drive-In, Cintronelle, Ala., was reopened by the new owner, Mrs. M. L. West.

### Boston

Albert E. Sindlinger, president, Sindlinger and Company, industry analysts, will be a speaker on June 4 at the annual convention of Independent Exhibitors, Inc., of New England at Toy Town Tavern, Winchendon, Mass. . . . The newest drive-in of the Rifkin circuit now is under construction in Providence, R. I., on the Cranston, R. I., town line. Sam Badamo, former manager, Pike Drive-In, Johnston, R. I., has been named manager. In his place back at the Pike is Langdon Wilby. . . . Ernest Warren, who operates the Clinton, Mass., Drive-In in partnership with P. Edward Comi, has received a permit to erect a new drive-in in Foxboro, Mass., not far from E. M. Loew's harness



Ben Gazzara, star, Columbia's "The Strange One," recently visited the company's Boston exchange, where he is seen looking over a press book on the film with Tom O'Brien, left, branch manager, and Harry Rogovin, right, New England division manager.

## Smith Management Leases Fla. Houses

BOSTON—Smith Management Company of Boston has acquired three theatres in Florida and is negotiating for several more, it was announced by Philip Smith, president. The properties under lease are the Surf, and Carefree, West Palm Beach, and the Colony, Palm Beach.

The acquisitions mark the first time that Smith Management has gone into the Florida area, although the company operates drive-ins and regular theatres in the midwest, New England, New Jersey, and Pennsylvania.

Leading the Florida operations for the company is Sam Feinstein, Boston, who was with American Theatres Corporation for 35 years. He resigned his position as ATC booker to accept the new post and was to go immediately to Florida to take over the properties as district manager.

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PROVIDENCE, R. I., NEWS—Theodore Rosenblatt, 51, owner, Community, Centredale, R. I., and partner in the Route 44 Drive-In, died recently in Boston. He had been a resident of Providence for 25 years, and was prominent in civic affairs. He was a past president, Theatre Owners of New England. . . . Dorothy Marvin, Loew's State cashier, was recovering from surgery while George Fortin, porter at the same house, was undergoing an operation in St. Joseph's Hospital. . . . Phil Nemirow, RKO Albee manager, was chairman, theatre division, Armed Forces Day Committee. . . . Bill Trambukis, Loew's State manager, was elected to the board of directors, Junior Chamber of Commerce. With John A. Notte, Jr., Rhode Island Secretary of State, Trambukis acted as co-chairman, Boys' Town Of Italy dinner held recently in Boston, which focused considerable attention on that worthwhile youth organization.

### Buffalo

Jimmy Sper has returned to the area as an Allied Artists salesman, covering Buffalo, Rochester, and Syracuse, N. Y. . . . Art Rose, former Buena Vista branch manager, returned from a long Florida sojourn required by illness and may join the BV New York staff. Jack Chinell, former RKO branch manager, is now BV branch manager here. . . . Murray Whitman, past chief barker, Variety Club, was in Millard Fillmore Hospital for a check up. . . . Gerald K. Rudolph, publicity manager for the Old Fox Film Corporation in the silent era, died. . . . The only theatre in Wilson, N. Y., which was closed last month after vandals damaged the equipment, may reopen shortly, according to manager Francis A. Tate, who said civic groups have requested operation be resumed.

# 60 Year Career In Show Business Ends As Tri-States' Blank Retires

## "MAN ON FIRE"

Sol C. Siegel has produced a hit for MGM in this unpretentious standard-size, black and white story of divorce which has Bing Crosby in a straight dramatic role. This will please his many fans and make him plenty of new ones.

Mary Fickett as his wife; Inger Stevens, beautiful to look at as the lawyer's assistant who is in love with him; and Malcolm Broderick as the little boy turn in wonderful performances.

Ronald MacDougall's direction has skilfully woven this into a sure box-office hit, which will be helped by favorable word-of-mouth advertising.

—J. E.

## MGM Overhead Down, Production Surge Set

NEW YORK—Joseph R. Vogel, who assumed the presidency of Loew's, Inc., seven months ago, disclosed last week that he had slashed overhead costs at MGM studios by a rate of more than \$2-million a year while simultaneously launching a program to increase the annual number of motion picture productions and expand the company's participation in television.

Addressing a luncheon meeting of the New York Society of Security Analysts, Vogel declared, "Our company is both strong and sound, and I believe that all the basic changes and modernization needed to restore it to a position of greater earnings and better performance are now underway."

The Loew's president pointed out that the inevitable time lag between the conception of a picture and its release to the market would prevent the full impact of his changes from being reflected until late in 1957 or early next year.

He emphasized the fundamental health of the company, however, by revealing that every division and subsidiary had been in the black for the first half of fiscal 1957 and contributed to the announced earnings of 51 cents per share for that period.

Discussing the company's activities in the television field, Vogel reported that pre-1949 feature films already licensed to stations for showings in more than 40 markets are expected to produce a total of more than \$40-million for Loew's over the life of the licenses.

"We are carefully watching all developments in the field of toll television and will be ready to participate in this medium when and if we become convinced that it can adequately contribute to our over-all operations. We are, however, mindful of our responsibility to exhibitors who have built our industry, and it is with them that we hope to participate in any developments in the toll television field."

DES MOINES—A. H. Blank, founder and president, Tri-States Theatre Corporation, and nationally-known showman and philanthropist, has announced his retirement from active, personal management of the theatre circuit, it was revealed last week by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, Inc., parent corporation of which Tri-States is a subsidiary.

Blank has been persuaded by Leonard Goldenson, president, AB-PT, to remain in an advisory capacity as chairman of the board of Tri-States, and to retain his position on the board of the parent corporation, AB-PT, Hyman stated.

Blank's announcement that after nearly 60 years in show business he is going to take a holiday, is the culmination of the colorful career that encompasses the entire span of years in the history of the motion picture theatre.

Joining Blank in announcing his retirement from the executive management staff of Tri-States Theatre Corporation, is L. M. McKechney, treasurer. McKechney will henceforth devote his time exclusively to the real estate field and in this connection will continue to handle the wide-spread real estate investments of Tri-States Theatre Corporation.

Hyman arranged for the installation of A. Don Allen and Woodrow R. Praught as co-general managers of the Tri-States theatre circuit, effective with the retirement date of Blank, July 1.

Allen, with a background of over 30 years with Tri-States including theatre management, district management, and advertising management, is at present booker-buyer and supervisor of operations for the circuit. Praught will move to Des Moines from Minneapolis, where he has been associated with another AB-PT subsidiary theatre circuit, Minneapolis Amusement Company, for over 25 years. His background also includes theatre management, advertising, and district management.

Tri-States is one of the nation's leading theatre circuits, operating in Cedar Rapids, Davenport, Des Moines, Sioux City, Waterloo, in Iowa; Fairbury, Grand Island, Hastings, Omaha, in Nebraska; Kansas City; and Rock Island, Ill.

Vogel noted that the MGM studios had been opened up for television production by independent producers and that the company itself was preparing to film TV series on its famed "Thin Man" and "Min and Bill" stories.

"The main part of our business remains the production and distribution of theatrical motion pictures," the Loew's president said. "The cost of producing this type of picture has, like everything else, increased, and the cost increase is probably greater than in any other industry.

"Wherever practicable, I am moving to bring back the great names and the great properties to MGM by contracting for independent productions to be made with our facilities and released through our distributing organization."

COLUMBIA'S



GOT 3



OF THE



BIGGEST

IN ONE

OF THE

BEST!

FIRE  
DOWN  
BELOW

TECHNICOLOR®

CINEMASCOPE

A WARWICK PRODUCTION

**FULL PAGE  
ADS IN TOP  
CIRCULATION  
MAGAZINES REACHING  
120 MILLION**

**READERS!**

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**SAT. EVE. POST**

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**SCREEN STORIES**

**MOVIE LIFE**

**MOVIE STAR PARADE**

**SILVER SCREEN**

**LOVE IN  
THE  
AFTER NOON**



**NATIONAL CAMPAIGN**

**TIMED FOR YOUR PLAYDATE THIS SUMMER!**

ALLIED ARTISTS  
RAISES THE SHADE  
FOR 120 MILLION LOVERS!\*

GARY COOPER  
AUDREY  
HEPBURN  
MAURICE  
CHEVALIER

LOVE IN  
THE  
AFTER NOON

\*MOVIE LOVERS



PRODUCED & DIRECTED BY BILLY WILDER

# The International Scene . . . . .

## Canada

### Writers, Directors Set Canadian Tour

TORONTO—The annual meeting of Canadian Motion Picture Distributors' Association heard of plans for a tour of the country by a group of Hollywood writers and directors next August. Still to be decided are the names of the participants. The suggestion is that the writers might be able to find a great deal of untapped material for films in Canada.

Mark Plottel, sales manager, Empire-Universal Films, was elected to succeed Charles S. Chaplin, United Artists Canadian general manager, as president of the Association. Named vice-president was Hillis Cass, MGM general sales manager, while Clare Appel was returned as executive director.

Meanwhile the Canadian cooperation project is still very much alive, according to Don Henshaw, Canadian representative on the project for the Motion Picture Association of America.

Henshaw's statement was made in answer to an inquiry about an article in a Canadian magazine that stated the work of the project was being taken over by the Canadian Consul General and that the project had ceased to function a little over a year ago.

Henshaw avers the project "has not been supplanted or discontinued, nor have I received any intimation that it will be."

He is at present in Hollywood conferring with Association personnel on the future of the project. The project was created shortly after the war by the Motion Picture Association of America to stimulate tourism in Canada, growing out of a need for U. S. dollars in this country. The shortage no longer exists.

### Canadian Comment

With the acquisition of Paragon Booking Association, Associated Theatre Services Company, a Winnipeg booking and buying organization, will now service some 50 theatres. Partners in Associated and Charles Krupp, Barney Brookler, and Murray Sweigman of Theatre Poster Service, Ltd. Joe McPherson, one-time Toronto branch manager of J. Arthur Rank Film Distributors, purchased Paragon originally from Joe Harris and will continue with the company and manage it in association with Krupp and Brookler.

Telemeter may begin operations in Canada by next spring, according to a statement by Eugene Fitzgibbons, who heads Trans-Canada Telemeter, a subsidiary of Famous Players Canadian Corporation. Areas selected for trial runs, he said, could be operating by late this fall, with International Telemeter expected to begin mass production of its equipment within four to five months. Weather conditions which would hamper stringing of lines could delay the start until next spring. First Canadian centres will be in Quebec and British Columbia



King Paul and Queen Frederika of Greece recently attended the Athens' premiere of 20th-Fox's "Boy On A Dolphin," held for the benefit of the Queen's Fund for Greek Orphans at the Rex Theatre.

where there are already community antenna systems.

Four films rejected by the Alberta Censor Board were banned on the grounds they offended "traditional standards of morality and decency." P. J. A. Fleming, chairman, said there were deletions in 112 other films, while almost 5,000 new and second-print films were reviewed by the board.

Presentation of \$1,000 was made to Chester Beachell, National Film Board research chief for his invention of a lightweight device simplifying the recording of sound for films. Called a sprocket-tape recorder, the machine uses sprocketed magnetic tape to insure synchronization with the motion picture camera. It is contained in two small carrying cases weighing 67 pounds, including batteries. Another Film Board item is the appointment of David Bairstow as producer of the Board's "Perspective" film series. He has been an executive-producer of films for government departments for the past two and a half years.

**CINE CHATTER:** Variety Village, pet project of Tent 28, Variety Club, will benefit from a tour of the country by the band of the Black Watch Regiment of Britain. . . . Len Norrie, former Empire-Universal Winnipeg exchange head, will



This group of Australian business men touring the U. S. to acquaint American business men with the great opportunities for investment in the state of Victoria recently visited U-I studio as guests of Alfred E. Daff, executive vice-president. They are pictured visiting Lana Turner and Jeff Chandler on the set of U-I's "The Lady Takes A Flyer."

## AAP Launches Foreign Film, TV Operations

NEW YORK—A complete duplication of all motion picture, television, and allied activities of A.A.P., Inc., in the United States is now being undertaken in the Eastern Hemisphere, it was announced at a press conference recently by Norman Katz, director of A.A.P.'s foreign department. A.A.P., Inc., is the distributing agent for Associated Artists Productions Corporation, which owns all of the Warners product through 1949, including features, cartoons, and short subjects, the Popeye cartoons, several hundred additional feature motion pictures, and a number of television series.

As far as England, Europe and Asia are concerned, A.A.P. has been selling its product there. Even behind the Iron Curtain numbers of theatrical pictures are now being screened and certain selections have already been made.

All foreign A.A.P. companies will be organized to sell and otherwise utilize all the rights A.A.P. acquired along with the negatives of the motion pictures. Each company will release product to television outlets, and to theatres. Also it will release pictures for non-theatrical use. Literary rights will be released for live theatrical, television, and radio production.

Another aspect of A.A.P.'s projected activities abroad concerns the production and co-production of motion pictures which will be undertaken in the various countries where our product is sold. A.A.P. is planning to reinvest money in the production of motion pictures, the possible acquisition of television stations, and similar activities. Also, A.A.P. is anxious to acquire motion pictures made by foreign companies for theatrical release in the United States.

A.A.P. is presently negotiating with Douglas Fairbanks, Jr., to become one of the leading executives of its foreign operations. If the plan goes through, he would, in addition, become an "Ambassador At Large," representing A.A.P. overseas.

manage the 410-seat Valour in Winnipeg. . . . Montreal actor and playwright Gratien Gelinas will head a new theatrical group to be known as Le Theatre de la Comedie Canadienne, which has taken over the Radio City in Montreal. The theatre, seating 1,450, was formerly the Gayety. At that time, it was a burlesque house. . . . Tom Johnston, National Film Board information head, has taken on Jim Lysyshyn, with the NFB in Saskatoon for 10 years. . . . Leslie McFarlane, veteran writer and director of films in Canada, was married to Mrs. Beatrice Kenny. Clyde Gilmour, Telegram movie critic, was best man. . . . Frank Lawson, assistant publicity chief, Rank Film Distributors of Canada, Ltd., is planning the North American premiere of "Ill Met By Moonlight" at the Odeon, Ottawa. He is working with manager Jim Chalmers. . . . Raymond Morissette, employed with the National Film Board's personnel division since 1954, was named chief of the research and reports division. He succeeds Griff Thompson.

—HARRY ALLEN, JR.

# Audience Collection, Xmas Salute Combined For Hospital Fund Drive

NEW YORK—In an effort to collect 90 per cent of its financing needs for the fiscal year 1958, the Will Rogers Memorial Hospital and Research Laboratories this year will combine its two annual drives, the Audience Collection and the Christmas Salute. The campaigns will begin on Aug. 7, with the Audience Collections being made during that week and the Christmas Salute beginning on that date. The objective in setting this early date for the Christmas Salute unit is to have the campaigns completed and the funds in hand well ahead of the crush of other holiday appeals.

An estimated one million dollars is needed for the new and intensified healing and research programs which will be announced at the A. Montague Testimonial Dinner at the Waldorf-Astoria on June 19, and to meet the increasing costs of operating the hospital.

According to Charles J. Feldman and M. A. Silver, who are, for the fifth year, contributing their services as national distributor and exhibitor chairmen respectively, "The Will Rogers Hospital is embarking on an extended program of healing and research far beyond any ever before conceived. This is born of the hospital's remarkable success in healing human beings—and this God given gift must be furthered. The demands for fuller financial support is heightened by the increase in benefit for more and more of our industry's employees.

"One can more fully appreciate the extent of what he is doing for mankind, and for 'Our Own' through his support of our hospital's enlarged program, when he realizes that many, many more of our own people—and their families—will now be cared for at Will Rogers at no cost. The facilities of the Research Laboratories will be expanded to accommodate the new program, thus the research accomplishments will also be enlarged for 'Our Own' and for all mankind.

"The big thing to remember is that every one of us in the Industry has a part in, and a responsibility to share in the new program at Will Rogers."

By combining the two campaigns the Hospital achieves a multiform purpose: the number of times the industry and its employees are asked for funds and assistance each year are cut in half, and collections will be simultaneous from the theatre-going public and from the industry employees. This will effect a savings in campaign costs, which are already at a minimum for the two campaigns, and are far lower than other similar fund raising efforts. Promotional material is being readied.

## Honolulu Firm Sues U-I

SAN FRANCISCO—An anti-trust suit was filed in U. S. District Court last fortnight by Consolidated Amusement Company, Honolulu, charging that Universal Pictures negotiated with William Formann's Cal-Pacific Drive-In., Inc., to supply first-run product which it claims it originally had for the past 30 years. Twenty-two specific instances are cited in the complaint.

## Junior Hospital Group Names Picker Chairman

NEW YORK—David V. Picker and Irwin Freedman were elected chairman and co-chairman respectively of the National Junior Committee of the Will Rogers Hospital at a special luncheon-meeting which took place at Rumpelmayer's. Michael Mayer was elected secretary-treasurer for a second year.

Present at the meeting were Thomas E. Rodgers, Richard P. Brandt, Allan Robbins, Norman Robbins, Burton Robbins, Ned Shugrue, Ed Fabian, Ira Meinhardt, Richard Reemer, Harold Freedman, and Edmund Grainger.

## Harling, Johnston Clash On Worth Of Toll-TV

NEW YORK—Philip F. Harling, co-chairman, Committee Against Pay-As-You-See Television, declared last fortnight in answer to the statement of Eric Johnston, president, Motion Picture Association of America, that "subscription television could prove helpful to everybody," that this had "absolutely no foundation behind it."

Johnston made his statement in Hollywood, and Harling said, "For two-and-a-half years exhibitors have been strenuously opposed to any form of pay-television coming under the jurisdiction of the Federal Communications Commission. The big question 'how' can pay-TV help exhibition has never yet been satisfactorily answered."

Harling continued, "For years the proponents of toll-TV have said they can give greater and better television entertainment, but nobody has said to date that the entertainment they talk about will be supplied by new writers, new actors, new stories, and entirely new formats. It is a fact it is the same people who are in business today who will be in business for toll-TV if it ever comes to pass, and it is our opinion that today they are doing their best for free TV. When it was necessary for all segments of the entertainment industry to stand up and be counted, where was Johnston when the hearings were being held in Washington on the very important issue concerning the customers of his clients? The forum to have made statements before was the FCC where it could be weighed as to its merits. The case is now in and waiting to be decided."

## Labow In New RKO Post

NEW YORK—Walter Branson, RKO's vice-president in charge of world-wide distribution, has announced the appointment of Jack Labow as special sales representative for the company's foreign sales division. Labow, former managing director of the RKO organization in Canada, will be attached to the home office and report directly to Sidney Kramer, foreign sales manager.

## Fox Mulls Disposal Of Studio Properties

NEW YORK—It was reported last fortnight to 20th-Fox stockholders at the annual meeting held at the home office Little Theatre that consolidated earnings for the first quarter ended March 30 were \$2,171,680 or 82 cents per share on 2,644,486 common shares outstanding. This compares with earnings of \$460,739, or 17 cents per share, during January-March, 1956.

Spyros P. Skouras, company president, estimated that earnings for the first six months might be \$1.50 per share, compared with 82 cents in the same period a year ago.

A first-quarter dividend of 40 cents per share payable June 29 to stockholders of record June 14 was declared by the board of directors.

A stock option plan was approved whereby the board of directors is permitted to grant company executives options for an aggregate of 200,000 shares of common stock, of which Skouras would receive options for 75,000 shares, the prescribed limit.

Directors elected were L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, K. C. McCann, W. C. Michel, B. Earl Puckett, Skouras, and Gen. James A. Van Fleet.

Skouras told the stockholders that 20th-Fox may dispose of its studio property and combine physical activities with the MGM studios. He said that Welton Becket and Associates, architects, and Homer Hoyt Associates are conducting a land-use study and have advanced plans to develop the studio plot for office buildings, stores, apartments, etc.

Said Skouras, "The prosperity of our company depends on the prosperity of the theatres" as he outlined plans for 55 features in 1957. "If it were not for the backlog of theatrical films, television could not survive today," the 20th-Fox head stated, adding that old films on TV have revived interest in new films in theatres.

He said current oil production at the studio is about 70,000 barrels a month, with 180,000,000 cubic feet of gas monthly. From 1955 to Feb. 28, 1957, 20th-Fox received \$440,000 in basic royalties. With full development costs recouped by Universal Consolidated Oil Company, 20th-Fox will receive over \$1,600,000 per year, he said.

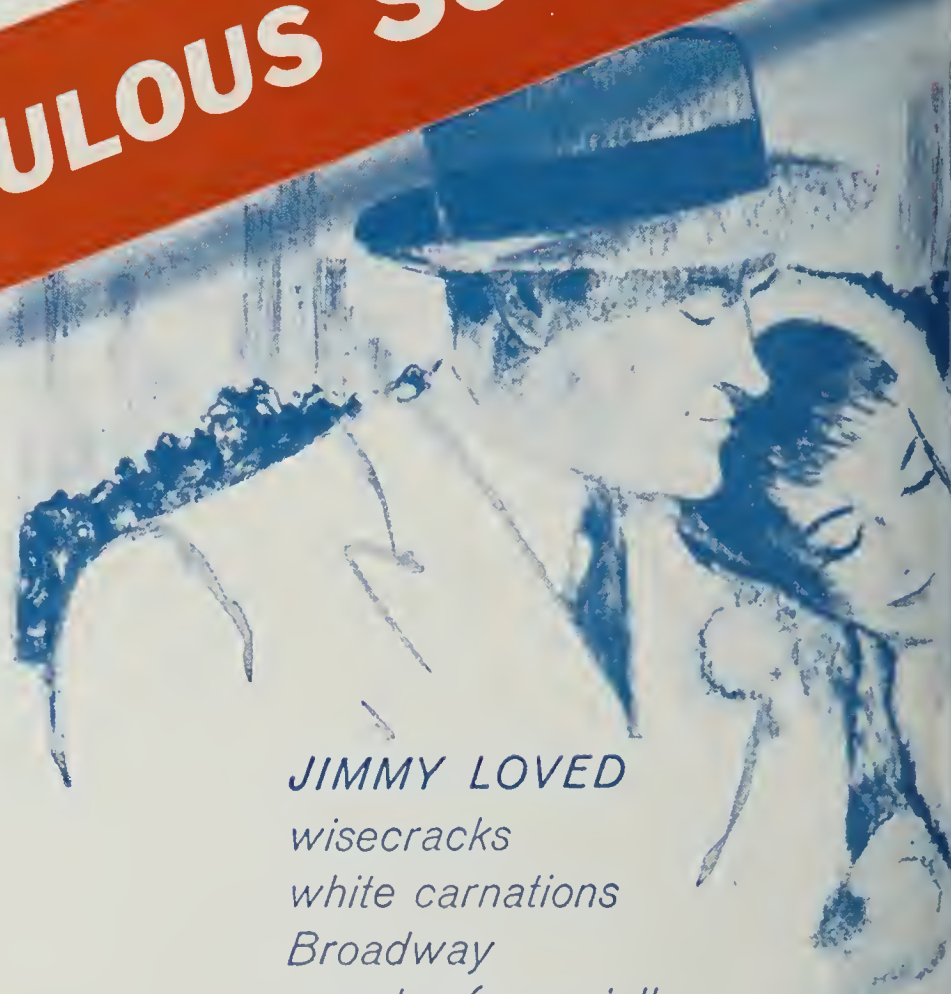
"Our \$30,000,000 South African purchase is working out very much to our satisfaction," Skouras noted, reporting that "in the first 18 weeks of 1957 both income and profits after taxes have shown a gratifying 10 per cent increase."

## Whitney Firm Reorganized

HOLLYWOOD—A reorganization of C. V. Whitney Pictures, Inc., was completed last fortnight, it was announced by president C. V. Whitney. Patrick Ford has been appointed vice-president in charge of production. He is now producing Whitney's "The Missouri Traveler."

Merian C. Cooper has been appointed vice-president in charge of scientific research and development, and Edward H. Boerger was named assistant treasurer. He will continue as company auditor.

# ABOUT ITS MOST FABULOUS SON . . .



*JIMMY LOVED*  
*wisecracks*  
*white carnations*  
*Broadway*  
*parades (especially*  
*on St. Patrick's Day)*  
*honky tonks*  
*speakeasies*  
*baseball games*  
*big brass bands*  
*cheering crowds*  
*writing songs*  
*being Mayor of New York*  
—but most of all  
he loved Betty Compton



## **WORLD PREMIERE ENGAGEMENT**

on Jimmy's Beloved Broadway.  
Launched by  
**GALA BENEFIT PERFORMANCE**  
under the auspices of  
Mayor Robert F. Wagner's Committee  
on Scholastic Achievement.  
WEDNESDAY EVENING, JUNE 26th  
**ASTOR THEATRE**  
New York City

Starring

**BOB HOPE · VERA MILES**  
**PAUL DOUGLAS** ALEXIS SMITH · DARREN MCGAVIN  
Guest Stars GEORGE JESSEL · WALTER CATLET

Produced by JACK ROSE · Directed by MELVILLE SHAVELSON · Screenplay by JACK ROSE and MELVILLE SHAVELSON  
Based on the book by Gene Fowler · Dances and Musical Numbers Staged by Jack Baker · A PARAMOUNT PICTURE



# THE STORY OF JIMMY WALKER...

New York's debonair mayor . . . who was a one-man parade . . . a glittering legend . . . whose days were recorded in headlines and whose nights were written in all the bright lights of Broadway . . . whose famous love affair scandalized two continents!



THE GREATEST CITY'S GREATEST STORY

He gave up a great career for the girl he couldn't turn down!

## BEAU JAMES

THE STORY OF FABULOUS JIMMY WALKER... MAYOR OF NEW YORK

TECHNICOLOR

VISTAVISION  
MOTION PICTURE HIGH FIDELITY



## Warners' Profit Up, Stockholders Told

NEW YORK—A net profit of \$2,630,000 for the first six months of the current fiscal year for Warners, a substantial increase compared with \$1,863,000 for the corresponding period of the preceding year, was announced last week by Jack L. Warner, president, in a report to the stockholders.

For the six months ended March 2, 1957, the net profit was equivalent to \$1.43 a share on the 1,828,696 shares of stock outstanding after deducting the shares held in treasury on that date. The net profit for the comparable period last year equalled 75 cents a share on the 2,474,247 shares then outstanding.

Income from film rentals, sales, etc., for the first half of the current fiscal year amounted to \$39,744,000, the report stated. For the same period last year, income from these sources was \$37,587,000.

The company has acquired in the open market 47,400 shares of its common stock at a cost of \$1,183,000 and there are now 686,351 shares held in the treasury, it was reported.

"The balance sheet of the company as of March 2, 1957, continues to indicate a strong financial position, with net working capital of \$42,199,000 including cash of \$12,300,000," Warner stated. "There has been no increase in the \$7,000,000 bank loans under the \$20,000,000 term bank credit."

Based upon operations for March and April, the company anticipates that the profit for the third quarter ending June 1, 1957, will be approximately the same as for the corresponding quarter last year.

"Prospects appear promising for the future due to the release of many important pictures already completed or in various stages of production," Warner reported. "It is of particular note," he added, "that the earnings of our music publishing division continue their upward trend."

## NT Acquisition Approved

NEW YORK—Permission was granted National Theatres last fortnight to acquire the Woodlawn, Littleton, Colo., in an order signed by Federal Judge Edmund L. Palmieri.

# AB-PT Theatre Operation Success Seen Dependent On Product Flow

## AA's "Persuasion" Best At Cannes Festival

CANNES—Allied Artists' William Wyler production, "Friendly Persuasion," won the top award of "The Golden Palm" at the 10th international film festival here last fortnight. It was an "invited entry."

The selections were made by an international jury on which George Stevens represented the United States.

## Fox's Tod Retires; Gordon To Succeed

NEW YORK—Ted Tod, 20th Century-Fox's Chicago field exploitation representative since 1949, has submitted his voluntary retirement, it was announced by Rodney Bush, national exploitation director.

Bush announced that Sol Gordon, veteran field man attached to the company's Detroit branch for the past seven years, has been transferred to Chicago to succeed Tod, while Stephen Pirozzi has been employed to assume much of Gordon's present territory.

Coincident with the changes in its field force, 20th-Fox has realigned the midwest exploitation territories. Gordon, operating out of Chicago, will cover the area serviced by the Chicago, Detroit, and Milwaukee exchanges. Pirozzi will supervise exploitation activities in the Cleveland, Cincinnati, and Indianapolis exchange areas with his headquarters in Cleveland.

Tod joined 20th-Fox in 1949 following a long and distinguished career as a reporter for the Chicago American, a promotional specialist for Warner Brothers in Chicago and Washington, D. C., and as district advertising manager for Swift and Company, the meat-packing concern.

Gordon became affiliated with Fox in 1950 following 15 years as district manager for Fox Wisconsin Theatres.

NEW YORK—The overall outlook for American Broadcasting-Paramount Theatres, Inc., is good, Leonard H. Goldenson, president of the company, told stockholders at the annual meeting last week.

The volume of ABC-TV network sales for the 1957-1958 season, starting this fall already exceeds that at the start of the 1956 season last October. Since the selling season continues into the summer, more sales are expected to be made for this fall. The results of these sales will not only be reflected in the fourth quarter but in the first three quarters of 1958 as well, Goldenson stated.

As to theatre operations, Goldenson said that quality pictures continue to do very well at the box office. A greater flow of product is still needed to maintain a high level of motion picture attendance and to offset the present seasonal factor wherein more quality pictures are released in the summer than in the second and fourth quarters.

Goldenson said that the key to the problem is to create conditions in which more highly appealing pictures will be shown in fewer but better theatres having all the facilities necessary to attract the patronage of today. As progress is made in this direction, the supply of quality pictures in relation to the number of theatres will come into balance, and an economically harmonious relationship will be established.

Commenting on toll-TV, Goldenson said that with free television providing the entire range of programming, including sports, stage plays, and movies, there seems to be very little that toll-TV would provide that is not now available free to viewers. He stated that the result of toll-TV would be that "the home viewer will pay a substantial amount each month for home entertainment which would then consist of a minute percentage that he did not receive before and a preponderant percentage of that which he now receives free."

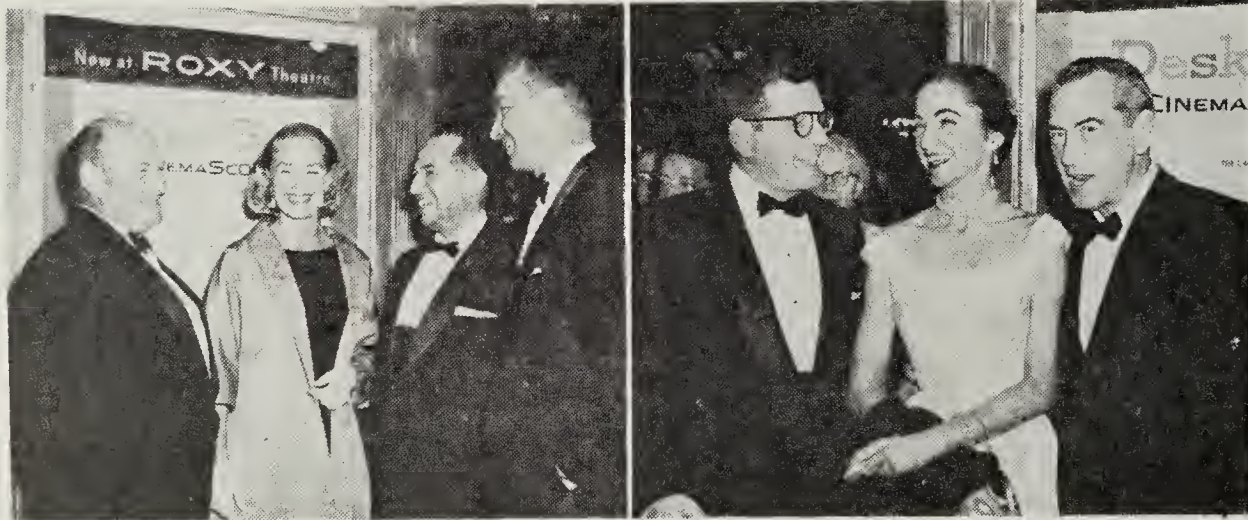
The stockholders elected the following directors to serve for the coming year: Earl E. Anderson, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Robert Hinckley, Robert L. Huffines, Jr., William T. Kilborn, Sidney M. Markley, Walter P. Marshall, H. Hugh McConnell, Edward J. Noble, Robert H. O'Brien, Robert B. Wilby.

## MPEA Okays Egyptian Plan

NEW YORK—The Motion Picture Export Association board of directors at a meeting last fortnight announced the acceptance of a license plan offered by the Egyptian government.

Reports were heard from vice-president Ralph Hetzel, Griffith Johnson and Robert Corkery on their recent European and South American trips.

Also discussed were Danish, Italian, and Brazilian problems. Reports were received also from representatives Charles Baldwin, now in Spain, and Charles Egan, now in Pakistan.



Among those present at the recent world premiere of 20th-Fox's "Desk Set," Roxy, New York, were, left to right, Charles Einfeld, 20th-Fox vice-president; Dina Merrill, featured in the film; Francisco Urrutia, Columbia Ambassador to the U. S.; Stanley Rumbough, Jr., the actress' husband; Robert C. Rothafel, managing director, Roxy; Neva Patterson, featured in the film; and Charles Le Maire, studio's wardrobe designer.

MOTION PICTURE

# EXHIBITOR

JUNE 5, 1957

VOLUME 58

NUMBER 6

IN TWO SECTIONS

• THIS IS SECTION ONE



## ***Blind... And Deaf And Dumb, Too***

editorial

## **FCC Favors Toll-TV Test**

(page 9)

## **Fox Promises More Prints**

(page 10)

**AND FEATURING: STUDIO SURVEY**

Sam Isaac, vice-president, Cumberland Amusement Company, Cumberland, Ky., and manager, State, Appalachia, Va., and Lynch, Lynch, Ky., was recently named Man Of The Year by his local Lion's Club. Isaac's community service has included serving as chairman of the relief effort after disastrous floods.



**BING**

**WITH A**

**BANG**

Sometimes he sings and he's always charming, but this time Bing's going to set the movie world on fire with an explosive, nerve-tense drama. It's a new **FIRST** for him and the power and heart-appeal of it will be memorable

M-G-M presents A SOL C. SIEGEL PRODUCTION

Starring

**BING CROSBY**

In

**"MAN ON FIRE"**

Co-Starring

INGER STEVENS • MARY FICKETT • E. G. MARSHALL

With MALCOLM BRODRICK • RICHARD EASTHAM

Screen Play by RANALD MacDOUGALL

Based on a Story by MALVIN WALD and JACK JACOBS

Directed by RANALD MacDOUGALL



## THE NEW CHECK-UP

THE YELLOW CHECK-UP in MOTION PICTURE EXHIBITOR has always been as factual as careful editing and reediting on the part of our staff could make it. Through the years, it has afforded exhibitors at a glance all the pertinent review data concerning pictures in release over a year's period from major and independent companies as well as foreign distributors.

"Factual" and "pertinent" are the adjectives we like to think best describe our Check-Up.

With this issue, the familiar Yellow pages have a bright new look. The new wider format, we believe, affords more data at a glance and benefits also from increased readability. What's been included? All "pertinent" data.

In the days of block-booking, exhibitors could check their film deliveries on the basis of production numbers. Now that films are sold individually, the production number is excess baggage to the theatreman. Think about it! When's the last time you used one? Not pertinent, so not included.

## "BLIND" . . . AND DEAF AND DUMB, TOO!

THERE COME TIMES in this business of ours when the average citizen, whether theatre owner or trade paper publisher, must look around and wonder who in the world is at the wheel in our "ship of state." And when we see that there is obviously no one steering, and maybe not even a wheel to steer with, we must be pardoned the time-honored expression: "What a way to run a railroad!"

Let's update to a specific.

On this page, way back in the issue of April 3 ("BLIND CHECKING HAS ITS USES"), we discussed the Texas legislation that had been introduced, aimed at the outlawing of "blind checks" of attendance in that state. Among other things, we pointed out that "blind checks" were the tools of honest theatremen as well as of distributors, and that an honest theatreman who was paying his full contractual obligations had nothing to fear from them. And we concluded that *"while we seriously question whether any state legislature would seriously consider and pass such splinter legislation, Messrs. Smith and Jacobs won't be helping the industry's operating techniques if these Texas legislators do so."*

Right or wrong, in this conclusion MOTION PICTURE EXHIBITOR was "on" it. We recognized the potential harm to theatre operation as well as to industry operation, in such a bill. And we did our part to alert the men "at the wheel."

Apparently, nothing was done. Whether no one was steering, or no wheel, we don't know. And on May 20, this Texas legislation was passed and signed into law.

And now we hear still more shocking news. Apparently "pussy-footed" through their General Assembly

"Factual" is our other favorite adjective. Certainly every exhibitor is interested in what is coming from Hollywood. But this interest only becomes practical when a film is finished. Until now, that information has been included in the Yellow Check-Up under the line, TO BE REVIEWED AND IN PRODUCTION. With this issue, this department will no longer be there. Instead, beginning with the next monthly issue of STUDIO SURVEY, all data on films in production and awaiting release will be contained in that section. With possible cast changes, title changes, and films that never seem to get beyond the publicity release stage, STUDIO SURVEY is the logical place for this material. The Yellow Check-Up is the place for "factual" references—to *finished* pictures. Pictures set for release in the near future will also always be found in the weekly Release Chart (inside back cover).

This is not the first change in MOTION PICTURE EXHIBITOR. It will not be the last. In an era of change and in an industry that has never stood still, inflexibility is no virtue.

during the closing days of its session, and signed into law way back on March 27, the state of Arkansas passed similar legislation against "blind checks." For no obvious reason, a state with only 300 theatres makes them the subject of special legislation. Nobody knows who sponsored it. All local theatre owner organizations deny any knowledge of it. And no one in the industry seems even to have known that it was "in the mill" until some two months later.

Again, it seems no one was steering, or there wasn't any wheel, or there wasn't even a lookout on duty in Little Rock to see that motion pictures weren't legislated out of business.

Coming up, we hear, are similar bills in other states.

So now meetings are held, and, some two months late, the trade press is full of words about "blind checks." One trade paper suggests it as a subject for the coming "arbitration conference"—as though the legislators of Texas and Arkansas will submit to our arbitration. Another trade paper writer actually offers a ridiculous defense of the Texas legislation. According to him, because he has "never been advised of a single instance" where a blind check has resulted in the refund of an overpayment by an exhibitor, it must be unfair. Which is like saying that it is unfair for a cop to catch a highwayman, because in all the thousands of holdups there must have been at least some instances where the highwayman has stuck a gun into the public's face *to give* them valuables. An equally naive lack of knowledge of day-to-day theatre operation, and an equal failure to lead, is evidenced elsewhere.

Yes, it seems that more than the checking is blind. And deaf and dumb, too!

## SO IT'S PUSH OR GET PUSHED

WE NOTE from a recent issue of Bob Wile's Service Bulletin to members of the Independent Theatre Owners of Ohio the following data relative to playing "on availability," which probably has a lot of influence on "print scarcity."

"In Baltimore, where sub-runs are supposed to have a 21-day availability, they get it. The reason is that if a picture is not made available on the 21st day, not one single theatre in the Baltimore area—and there are a lot of them—plays it.

"In Cleveland, the exhibitors have gotten together and have forced this policy, too. When the picture is not available on the proper day, whatever it is, they pass it up and NEVER play it. In Chicago, this has long been the practice. Somehow or other, they (distributors) find prints for these situations."

Possibly it wasn't documented in this way, but much of this we have been told before.

And what is an obvious conclusion?

What if you are not one of the organized fortunate sub-runs of Baltimore, Cleveland, or Chicago, where you can trust your fellow theatremen to stand fast against a bad practice until it is eliminated? What if you are a single theatre operator with no fellow theatremen to join with in order to compile important economic pressure? Aren't these the theatremen who get "pushed" further and further behind the national release date because distributors must "find prints for" Baltimore, Cleveland, and Chicago?

We certainly must admire the men of Baltimore, Cleveland and Chicago for being smart enough to hang together and "push" for what is rightfully theirs. And we certainly must feel sorry for the men of many other territories who seem to want to hang separately and therefore "get pushed" out of what is rightfully theirs.

Push—or get pushed—seems to be the order of the day.

## WE BOW TO A LADY FROM VIRGINIA

WE ARE GRATEFUL to Carlton Duffus, executive secretary, Virginia M. P. Theatre Association, for having drawn to our attention an article by Edith Lindeman as published in the Richmond Times-Dispatch under date of Sunday, May 26. While space does not permit an entire reprint, we feel the following portion deserves careful study by everyone connected with production-distribution. And it might even help theatre bookers where a choice of features exists.

Some of it isn't new, and has been said many times before. But that makes it no less true or important. And there seems to be real sincerity in Miss Lindeman's views.

Here goes:

*"The main trouble as we see it is that most Hollywood studios have forgotten what the public wants—the majority of the public, that is. They want what they've always wanted, simple, easy-to-assimilate entertainment, relaxation and escape.*

*"Once upon a time everyone in Hollywood understood the purpose of motion pictures. They were created to provide inexpensive entertainment for the greatest number of persons. Cued to the taste of the masses, movies were devoted to romance, adventure, and action. Love stories involved recognizable characters and were designed so that every woman in the audience could put herself in the place of the heroine and say, 'That's what I'd do in her place.'*

*"Action was the sort that stirred the imagination of the youngsters and adventure took whole audiences out of their mundane lives and sent them off to Tarzan's plateau or sailing to Pitcairn Island. People lived vicariously through the San Francisco earthquake, and enjoyed some pleasant singing and lovemaking in the process. Or they went off to Africa with the Foreign Legion and shot Arabs, or simply sat back and looked at pretty girls doing silly but pretty dances. Sometimes they laughed uproariously at slapstick comedy, and*

*sometimes they chuckled merrily over family-type pictures.*

*"The movie industry flourished. Once in awhile, a producer who yearned to expose the artistic aspect of the industry would do a 'prestige' picture. It seldom made a lot of money, but the producer could afford it because he raked in enough from his more commercial ventures.*

*"It may have been a mistake to show off the artistic possibilities of film making because every time one of these pictures got loose some critics and some spectators would become vocal and demand more of the same. At about the same time, little pressure groups began to form. They wanted special favors such as 'movies for children,' movies that would 'present a message,' movies with 'significance,' movies that were 'off the beaten path.'*

*"Lately, a good many producing units have recognized that they don't make money with 'distinguished' pictures. In order to recapture some of the lost audience, some producers have gone on a binge of films they think are in keeping with the 'current trend.' Thus, we have a welter of rock 'n' roll musicals, sensational crime films, stories dealing with hot-rodders, delinquents and back-street sex. A good deal of the recent fare is no more representative of wide popular taste than if the screens were overloaded with stories about Gauguin, Beethoven, Thomas Jefferson, and Albert Einstein.*

*"The essential taste of the mass audience hasn't changed. Emphasis goes on the words 'mass audience.' The movies were originally created for mass consumption and since masses are what the United States has the most of, it might be well for the film industry as a whole to follow the example of one or two studios and go back to first principals—romance, action, adventure, entertainment and escape."*

There is little to add. We feel Miss Lindeman has developed her point logically and forcefully. In recent months, most of us have been just a little ashamed of the type of tripe we have had available for booking to our family audiences.

**Jay Emanuel**

the  
next  
**big one**  
from 20th

DARRYL F. ZANUCK'S

**ISLAND  
IN  
THE  
SUN**

*by Alec Waugh*

**CINEMASCOPE**

COLOR by DE LUXE

a motion picture destined  
for a permanent place among  
the memorable and lasting achievements  
of the screen...



in the tradition of  
how green was  
the grapes of wrath  
gentleman's agreement

20

the producer

*DARRYL F. ZANUCK*

the only three-time winner of both the Academy Award and the Thalberg Memorial Award!

the director

*ROBERT ROSSEN*

the man who made "Alexander the Great" and Academy Award winner "All the King's Men"!

the screenplay by

*ALFRED HAYES*

from the great best-seller by Alec Waugh

the place is

*THE WEST INDIES*

where the sun hides many things



the stars

*James Mason*      *Joan Fontaine*  
*MASON · FONTAINE*



my valley /  
pinky /  
all about eve  
delivers



DARRYL F. ZANUCK'S

**ISLAND  
IN  
THE  
SUN**

by Alec Waugh

**CINEMASCOPE**

COLOR BY DE LUXE

*Dorothy*  
**ANDRIDGE · COLLINS · RENNIE**

MANA WYNARD · JOHN WILLIAMS · STEPHEN BOYD · BASIL SYDNEY · PATRICIA OWEN

and co-starring *Harry* **BELAFONTE**  
as *BOYEUR*



RELEASED BY 20th CENTURY-FOX



# The NEW YORK Scene

By Mel Konecoff

# BROADWAY GROSSES

(As of this Monday)

## Openings, Holiday Provide Boost

NEW YORK—The four-day Memorial Day weekend, aided by a couple of good openings, spurred business in the Broadway sector, with the Globe and the Capitol doing particularly well.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"China Gate" (20th-Fox). Paramount (\$47,654)\*—Second, and last week, dropped to \$17,000.

"Desk Set" (20th-Fox). Roxy (\$81,388)—Thursday through Sunday accounted for \$40,041. The third week was expected to tally \$56,000. Stage show.

"Designing Woman" (MGM). Radio City Music Hall (\$146,192)—Thursday through Sunday hit \$88,200, with the third week heading toward \$128,000. Usual stage show.

"Gunfight At O.K. Corral" (Paramount). Capitol (\$39,813)—Opening week was big, with \$70,000 anticipated.

"Face In The Crowd" (Warners). Globe (\$11,854)—First week a sensational \$36,000.

"Joe Butterfly" (U-I). Mayfair (\$15,087)—First week to reach \$12,000.

"Something Of Value" (MGM). Astor (\$24,578)—Fourth week bound to top \$21,000.

"The Bachelor Party" (UA). Victoria (\$21,930)—Eighth, and last, week anticipated at \$15,000.

"Monkey On My Back" (UA). Loew's State (\$18,644)—Opening week estimated at \$17,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

## Globe Sale Finalized

NEW YORK—Harry and Louis Brandt last fortnight sold the Globe to Roger L. Stevens, Robert Whitehead, Robert W. Dowling, and William Zeckendorf for a reported \$1,200,000.

The purchasers issued a statement that they will spend approximately \$500,000 in renovations and turn the house back into a legitimate theatre.

## Goldwyn Suit To Trial

SAN FRANCISCO—July 1 was tentatively set last fortnight as the date for the long pending anti-trust suit of Samuel Goldwyn against Fox West Coast Theatres and others. The action was filed in 1950.

# I N D E X

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(The Yellow Check-Up)

affairs as well as in the world of everyday living.

Said he, "First, Hollywood motion pictures are the great stimulators of mass production—the assembly line—at home and overseas. Second, the Hollywood film is the pioneering and still tireless agent for American democracy and the fruits of democracy throughout the world.

"I don't think you can over-emphasize the importance of the motion picture theatre as the center of family entertainment and as the magnetizing force for trade and growth. The local theatres have sustained neighboring merchants because they attract the audience out of the home. Those who come out for the show will stay out to shop. What's more they'll be in a mood for shopping. The lights on the theatre marquee have kept on and keep on the lights of restaurants, drug stores, and merchant outlets on the Broadways and the Main Streets all over the country. The theatre sells the community and what the community has to sell."

He recounted a number of personal experiences involving the motion picture all over the world and also showed how potent an influence it could be in home life, dress, and habits of people.

Concluded Johnston, "I can assure you that in the year 2007, 50 years hence, someone will surely remark 'Movies are better than ever' and he will be right."

Aboard the dais were Roy Haines, Benjamin Melniker, William Heineman, Martin Quigley, Sol A. Schwartz, Abe Montague, Robert Coyne, Leopold Friedman, Frank McCarthy, Burgess Meredith, Charles Reagan, Paul J. Quinn, Mrs. Charles Lewis, Ben Shlyen, Morey Goldstein, Norton Ritchey, Charles Alicoate, Lacy Kastner, Jay Emanuel, Sol Strausberg, Ben Cohen, Len Coulter, Earl W. Hammons, Si Fabian, Dina Merrill, Arthur Krim, Elmer Rhoden, Arthur Loew, W. C. Michel, Claude Lee, John Hubbell, Barney Balaban, Robert S. Benjamin, Abe Schneider, Martha Scott, John J. O'Connor, Theodore Black, and Ed Morey.

**QUESTION:** If you had a chance to make "Baby Doll" all over again would you change it?

**Answer:** Only possibly to improve it artistically. I wouldn't change the story line nor any of the parts objected to.

Thus spoke Elia Kazan at a press conference for himself and Budd Schulberg called so the pair could talk about their latest, "A Face In The Crowd," made for Warners release. This is the tale of a country boy who made the top in a manner that was fast, furious, and fascinating, and they admitted that the central character could be a mixture of Arthur Godfrey, Jimmy Dean, Herb Shriner, Walter Winchell, Billy Graham, Huey Long, etc.

They made the film in New York and liked filming it here since they found lots of studio space, fine cooperation, a wealth of acting talent, and a healthy atmosphere. Kazan admitted that the subject matter should dictate where a film should be made. This was a natural for New York, except for a few scenes. The cost of the more than two-hour-long feature was \$1,700,000, all of it put out by Warners with a hands-off policy. Said Kazan, Hollywood talks about new faces but does little about it. New York has a tremendous reservoir of new talent in TV, Broadway shows, little theatre groups, etc.

Kazan analyzed the chief problem of the industry, getting the people out to see entertainment on the big screens that they can't get on their TV screens. Therefore, picturemakers must come up with new daring, new excitement, and different stories which TV can't touch since they must please the majority.

Back to new talent, he had several reasons for liking to work with such actors: because they are hungry and go all-out to show what they can do. After they become successful, these same people become cultured, satisfied, and less savage in their desire to come across to audiences. Secondly, when realistic pictures are made, new faces are more authentic. Some of the newer talent under contract for pictures to his company include Andy Griffith, Lee Remick, Tony Franciosa, Carroll Baker, Rip Torn, Eli Wallach.

With regard to "Baby Doll," he estimated that the payoff on this should see a gross of five millions world wide, with three millions already in. Since the cost was \$1,200,000 he is satisfied with the returns. Incidentally, he revisited the south where it was made, and the local inhabitants loved the film and bore no resentment.

Kazan's next will be for Fox, whom he owes a feature under an old contract. Schulman will do a film for Warners in the fall, and they expect to do more together in the future.

**THE METROPOLITAN SCENE:** The Authors League of America, the Dramatists Guild, and the Authors Guild have appointed Lynn Farnol public relations consultant. . . . Burgess Meredith addressed the Japan Society on the subject of making films in Japan and referred specifically to "Joe Butterfly." Ah sooo . . . Etta Segall of Allied Artists tells us her exhibitor buddies are just wonderful helping out in the sales drive in her honor which ends June 15. . . . Jerry Pickman's secretary, Lotte Vorscheimer, is getting married in July to Milton Rogers. We wish her well.

# FCC Favors "Adequate" Trial Of Toll-TV

## Commission Says It Has Authority To Sanction Tests; Committee Against Toll-TV Files New Argument

WASHINGTON—The Federal Communications Commission announced last fortnight that it had been ascertained that it has legal authority to sanction pay television providing it feels it would be in the public interest to do so. Still to be determined, it was said, was whether pay-TV could be classified as "broadcasting" or whether it should be found to be another type of service such as common carrier.

The Commission is asking for written replies to questions on what would represent a reasonable trial of pay-TV, with the deadline for answers, which anyone may file, being set as July 8.

It was stated by the FCC that it is impossible to tell in advance about the specific relationships between pay-TV producers, distributors, community franchise holders, TV stations, and others, and numerous aspects can not feasibly be worked out and crystalized except in practice. These facts will have to be known before the service could be classified, it was held.

It was also deemed impossible to make a realistic assessment of an untried service without a demonstration of its operation in actual practice. The field experiments performed so far were considered too limited in scope and duration to give the answers.

The FCC stated that it hoped to find a way to authorize tests of a great enough magnitude to obtain the needed information. This action practically put the FCC on record as favoring an "adequate" trial of pay-TV before denial or approval.

Later the Joint Committee on Toll-TV said that the FCC "erred" in reaching the conclusion that it possessed the legal authority to sanction the showing of video entertainment for a fee should it be felt to be in the public interest.

Trueman T. Rembusch and Philip F. Harling, co-chairmen of this committee, issued a joint statement questioning the FCC's authority and reiterating that pay TV "can never be in the public interest because it is discriminatory."

After conferring with their committee's counsel, Marcus Cohn, they were reported as convinced that Congress and the Courts will find that "pay TV is unconstitutional on more than one ground." They said they believed it to be "inevitable" that when the bill of Representative Emanuel Celler, New York Democrat, reached the House "it will outlaw pay TV." The measure is now before the House Interstate and Foreign Commerce Committee.

## Levey, Goldenson Disagree On Value Of Toll-Television

NEW YORK—Authur Levey, president, Skiatron Electronics and Television Corporation, last fortnight took issue with

## Oklahoma Kills Bill To Outlaw Checking

OKLAHOMA CITY—Senate Bill 261, an anti-blind checking measure which had the support of United Theatre Owners of Oklahoma, died in committee in the House last week after having been earlier passed by the Senate.

With the adjournment of the Legislature, there will now be at least a two year lapse before the threat of similar legislation faces the distributors, since the Legislature only meets that often.

## Radio Promotion Test In Two Cities Planned

NEW YORK—Si Seadler, advertising manager, MGM, and chairman, MPAA distributor-exhibitor radio committee, revealed last fortnight following a meeting of the body at the Harvard Club that a radio promotion, "Operation Moviegoing," would be tested for eight weeks in two cities starting not later than June 17.

Pending clearances of exhibitor participation, the names of the cities were withheld. The MPAA has allocated \$5,000 for the project originally set for a single city test in Denver.

If the promotion, which entails participation by disc jockeys, works out, it is planned to extend it on a national basis for 13 weeks in the fall. Such a campaign has been estimated to cost \$319,697.

Present at the meeting were Harry Mandel, Harry Goldberg, Ernest Emerling, and Charles McCarthy, COMPO press relations committee; Jeff Livingston, U-I; Sid Blumenstock, Paramount; Taylor Wills, MPAA; and Oliver Kingsbury, Donahue and Coe.

Leonard H. Goldenson, president, AB-PT, who recently stated that "latest feature motion picture releases" were being offered on commercial TV, and labelled this remark as a "blind shot-gun attack" on pay-as-you-see television.

Said Levey, "I challenged him to name such latest pictures produced in the U. S. or by American firms, which have been offered on TV."

He declared that no first-run feature made by a major American company has ever been aired and said: "The economics involved have prohibited it, and will continue to block such presentations until toll-TV makes it possible for the public to get programs they want when they want them, and at a modest fee for the entire family with no interruptions by commercials."

Levey declared toll-TV was "inevitable," and said that some of the leading film producers are quietly supporting pay-TV. He said his organization had its Subscriber-Vision system ready to move into the field as soon as an okay is granted by the Federal Communications Commission.

## Toll-TV Helpful? TOA Asks Johnston How

NEW YORK—In a bulletin mailed to members last week the Theatre Owners of America took issue with a statement attributed to Eric Johnston, MPAA president, that "subscription TV could prove helpful to everybody."

The TOA bulletin states that it is anxious to inform its membership regarding "a possible clarification and explanation" of Johnston's statements.

"The lifelong customers of the companies that you represent," Johnston is told, "have for years strenuously opposed any form of toll-TV within the jurisdiction of the FCC. To our knowledge, no one has advised us as to how pay TV 'could prove helpful' to the theatre owners of America."

Johnston stated that he would call a press conference soon at which he would explain his exact position regarding the controversial subject of pay-as-you-see television.

## Triple Bow For "Pride"

NEW YORK—Stanley Kramer's \$4,000,000 Technicolor-VistaVision production, "The Pride And The Passion," will have simultaneous world premieres in New York, Chicago, and Los Angeles at the end of June, it was announced last week by William J. Heineman, United Artists vice-president in charge of distribution.

The gala openings will take place at the Capitol, New York; the State-Lake, Chicago; and the Fox Wilshire, Los Angeles.

Expanding the already huge tie-up program, United Artists has concluded a co-op ad agreement with the Air Express agency that will ballyhoo the multi-million-dollar VistaVision spectacle in 20 national magazines and trade publications with a combined readership of more than 18,000,000.

## Richard Brandt Heads Trans-Lux

NEW YORK—Richard F. Brandt was last fortnight elected president, Trans-Lux Theatres Corporation, and Trans-Lux Pictures Corporation.

George Roth has been named vice-president of Trans-Lux Pictures Corporation and to the board of directors of Trans-Lux Pictures and Trans-Lux Distributing Corporation. He has been vice-president of Trans-Lux Distributing Corporation since October, 1955.

## Seaton Relected By Academy

HOLLYWOOD—George Seaton last fortnight was reelected president, Academy of Motion Picture Arts and Sciences by the new board of governors. Also reelected were Samuel G. Engel and Fred L. Metzler, vice-presidents; Hal Elias, secretary; John Aalberg, treasurer; and J. H. Karp, assistant treasurer. Valentine Davies succeeded Perry Lieber as assistant secretary.

# 20th-Fox Promises Extra Prints, More Local Advertising For Summer

NEW YORK—To meet the needs of exhibitors during the peak summer season, 20th-Fox will make available a greater number of prints on each of the 16 attractions set for release during the three-month period and will augment local-level advertising and publicity in support of each production.

The announcement of the new merchandising program was made last week by Alex Harrison, general sales manager, at a home office meeting of all division and district managers.

Citing the success achieved by Rodgers and Hammerstein's "Oklahoma!," first in Todd-AO and then in CinemaScope, Harrison declared that the increased number of prints on this production will enable theatremen in as many different situations as possible to present the pre-sold musical attraction during the June-September period.

The executive also advised his sales force that Darryl F. Zanuck's "Island In The Sun" will be made available to 300 key theatres coast-to-coast during the first two weeks of release, starting June 12. The romantic drama will be world premiered that night in New York and Los Angeles.

A similar saturation campaign is planned in August for "Will Success Spoil Rock Hunter?" Harrison also told the assembled sales executives that producer Jerry Wald and director Leo McCarey will personally make a tour of key cities meeting exhibitors and the press in conjunction with their production of "An Affair To Remember," which will be dramatically world premiered July 11 aboard the S.S. Constitution in New York harbor.

A new concept in motion picture-book publishing tie-ups will see Jerry Wald's production of "No Down Payment" released in 300 key book centers in August simultaneously with the publication of the John McPartland novel of young couples facing post-war housing and marital problems.

Commensurate advertising, publicity and exploitation campaigns on the 16 summer releases were enumerated by vice-president Charles Einfeld and members of his department.

Attending the sessions were George P. Skouras, president of Magna Theatre Corporation; Edward K. O'Shea, Magna sales manager; Fox division managers Martin Moskowitz, Glenn Norris, Harry Ballance, and Herman Wobber; district managers Abe Dickstein, Atlantic; Al Levy, northeast; Tom O. McCleaster, central; Morton A. Levy, midwest; Paul S. Wilson, southeast; Mark Sheridan, Jr., southwest; Peter Myers, Canada. Reville Kniffin, assistant western division manager, and home office sales executives Frank Carroll, Jack Bloom, and Larry Ayres also participated in the sessions.

## USIA Budget Slashed

WASHINGTON—The United States Information Agency was last fortnight given the compromise appropriation of \$96.2 million for next year. President Eisenhower had urged expansion of USIA with a \$144 million appropriation.

## Berlin Festival Set; 40 Nations Participate

BERLIN, GERMANY—Forty countries by last fortnight had signified their intention to participate in the VII International Film Festival of Berlin set to open June 21. A Youth Festival is being held concurrent with the event.

American films submitted in the festival are MGM's "The Teahouse Of The August Moon" and United Artists' "12 Angry Men."

## All Exchange Areas Send Hospital Visitors

NEW YORK—Exhibition leaders from the entire country have been invited to the A. Montague Testimonial Dinner on June 19 at the Waldorf-Astoria, as well as to the annual inspection tour of Will Rogers Hospital at Saranac Lake on June 21, and the board of directors meeting weekend at Herman Robbins' Edgewater Motel at Schroon Lake, N. Y.

All major film companies will bring in their branch managers who are members of the 1957 distributors committee for this annual tour and meeting, and for the Montague Dinner. Charles J. Feldman, national distributor chairman, and M. A. Silver, national exhibitor chairman, report that, "For a number of years the board of Will Rogers has wanted to take a national representation of exhibition and distribution on a visit to the Hospital so that they may see at first hand the extent of Will Rogers healing and research programs.

"It is particularly significant at this time, for it coincides with the inauguration of a great new forward step in service to more and more of our industry employees.

"Whenever anyone visits the Hospital they become imbued with greater appreciation and understanding of what is being done at Will Rogers. And this enthusiasm is reflected in their efforts to help further the Hospital's aims and purposes. They become dedicated to the cause."

## Theatre Loan Approved

WASHINGTON—As exhibitors continued to complain that the Small Business Administration was too restrictive in its theatre loan policies, the body last fortnight okayed a loan of \$10,000 to the Melroy, Taylorsville, Miss. This is the third granted by the SBA since it announced last fall that theatres would be eligible for such loans.

## Roemer Leaves Columbia

NEW YORK—Richard H. Roemer has resigned as a member of the Columbia Pictures legal department and will join the legal staff of American Broadcasting Company, where he will handle both legal matters and business affairs.

## Industry Must Change, Kerasotes Asserts

NASHVILLE, TENN.—In an address last week at the Tennessee Theatre Owners Association's annual convention, George Kerasotes, chairman of the executive committee, Theatre Owners of America, and general manager, Kerasotes Theatres, Springfield, Ill., stated that "the motion picture industry to survive must change its way of doing business."

"We are no longer in that enviable position of being sought after by the mass buying public," he said. "Our pictures and players are not the subject of everyday conversations as they were in our early history. . . . During the past few months we have experienced the demise at the boxoffice of some of the best pictures produced in Hollywood. . . . It is imperative that we determine the cause of this failure or inevitably the supply of motion pictures without its just remuneration will be further reduced and curtailed."

"No one film corporation, nor group of film corporations, nor one exhibitor, nor one group of exhibitors," Kerasotes stated, "can single-handed approach this gigantic and enigmatic problem as it is a problem that all segments of the industry by hard work and united effort must resolve by developing a sustaining all-industry program to increase theatre attendance.

"The argument that nothing is wrong with our business that a good picture can't cure is no longer true of our business as many good and entertaining motion pictures are not successful at the boxoffice," he asserted, adding, "We must accept the challenge now and without further delay to resolve our future existence or perish as showmen."

The exhibitor leader continued, "If we want our industry to stay ahead and be the leader in the competitive field of leisure time we must consolidate all segments of our industry in a unified public relations and advertising program. There is a great latent and dormant movie audience potential that we must seek out and sell as we have never done before."

## Sunday Ads Herald "Island"

NEW YORK—In the most lavish application of color advertising ever attempted by 20th-Fox at the local point-of-sale, elaborate full-color double truck layouts heralding Darryl F. Zanuck's "Island In The Sun" appeared in the June 2 issues of American Weekly, This Week, Parade, Weekend (Canada), New York Sunday Mirror, Ebony, Pittsburgh Courier, and Afro-American.

These advertisements, appearing in magazine supplements embracing practically every Sunday newspaper in the country and reaching a combined total readership of 120 million, will insure intensive national penetration two weeks prior to release of the CinemaScope drama.

## Elmer Aneser Dies

NEW YORK—Elmer Aneser, 49, brother of Kenneth Aneser, Warners home office advertising department, died last week of a heart attack suffered at his Kew Gardens home.

NOW IS THE TIME TO DIRECT YOUR AGGRESSIVE  
SHOWMANSHIP TO THE BIG-MONEY ATTRACTIONS

**IMMEDIATELY AHEAD**

**FROM PARAMOUNT**



**GUNFIGHT**

**BE**

**TH**

**THE DELICATE**

Jerry Lewis,  
Darren McGavin, Martha Hyer.  
Produced by Jerry Lewis.  
VistaVision®

**LOVING YOU**

A Hal Wallis Production.  
Elvis Presley, Lizabeth Scott, Wendell Corey.  
Technicolor® VistaVision®

**O**

**AND THIS WAY TO**

"SHANE"-SIZE  
WESTERN

ABSOLUTELY JERRY  
LEWIS' GREATEST

PRESLEY  
ROCKS 'N' ROLLS 'EM



# THE O.K. CORRAL

A Hal Wallis Production. Burt Lancaster. Kirk Douglas  
Rhonda Fleming, Jo Van Fleet, John Ireland.  
Technicolor® VistaVision®

## JAMES

Bob Hope, Vera Miles,  
Kirk Douglas, Alexis Smith, Darren McGavin.  
Guest stars, George Jessel, Walter Catlett.  
Technicolor® VistaVision®

## THE LONELY MAN

Jack Palance, Anthony Perkins,  
Debra Paget, Neville Brand, Robert Middleton, Elaine Aiken.  
VistaVision®

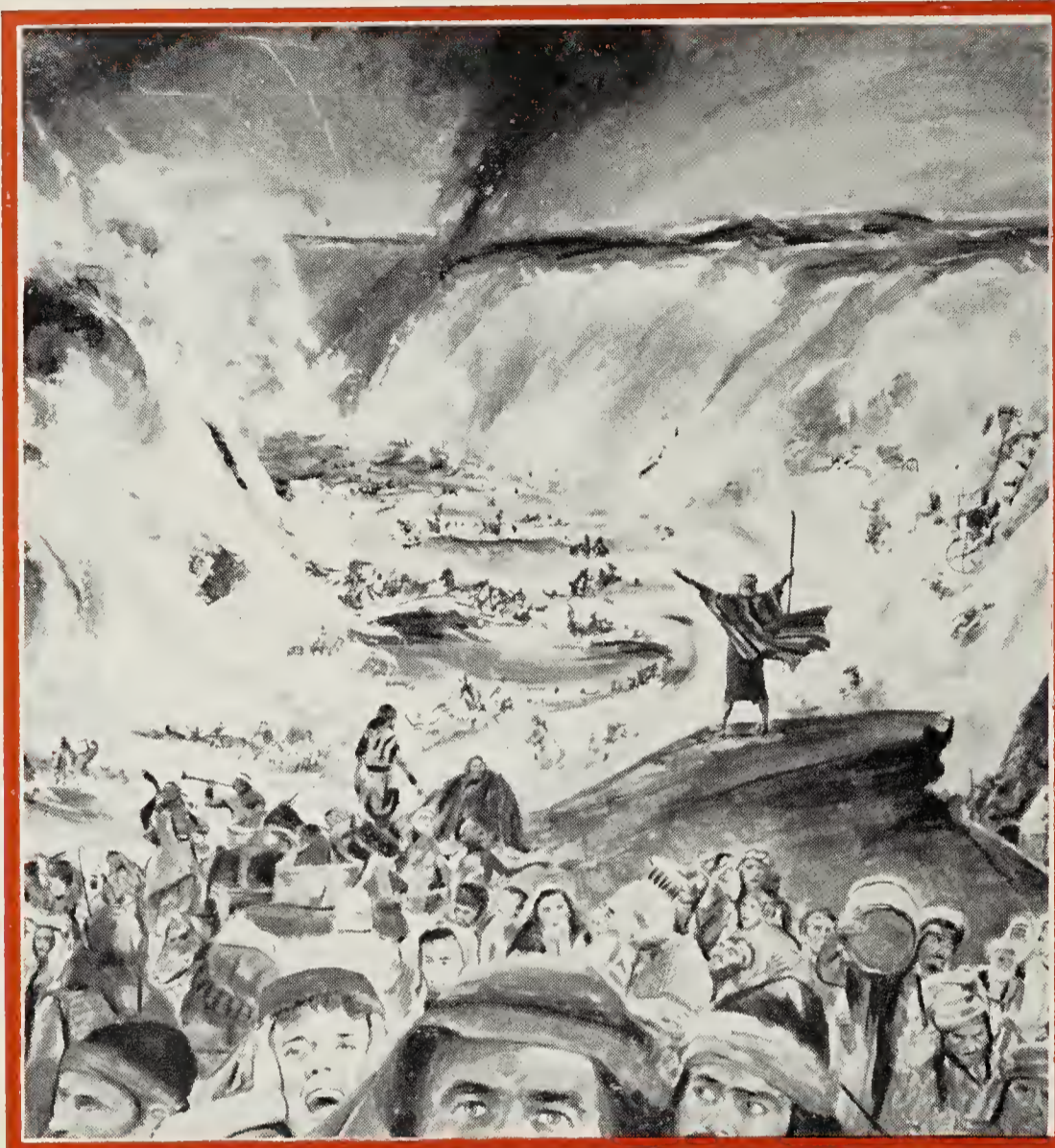
## THE DELINQUENT

## THE RIFLEMAN KHAYYAM

Richard Widmark, Michael Rennie, Debra Paget,  
John Derek, Raymond Massey, Yma Sumac.  
Technicolor® VistaVision®

GREATEST GROSSER OF ALL TIME...





CECIL B. DEMILLE'S

PRODUCTION

# THE TEN COMMANDMENTS

Technicolor® VistaVision®

**T**he success story of the attraction that critics, public and exhibitors call "the pinnacle of all motion pictures" continues to grow day by day as DeMille's masterpiece attains grosses and runs never equaled. It has long since established a boxoffice pace in excess of the previous all-time champion. Its power at the boxoffice has simply never been matched. And every new engagement proves just that



## Schine, Distributors Sued By Competing Exhib

ALBANY—U. S. District Court Judge James T. Foley was to reserve decision at the conclusion of testimony in the \$660,000 anti-trust suit brought by Webster Rosewood Corporation, Hazeltone Corporation, and Max and Belle Fogel against four Schine corporations, J. Myer Schine, Louis W. Schine (since deceased), and John A. May, alleging "the continuous combination and conspiracy" in restraint of interstate trade in the licensing of pictures in Rochester, 1942-1950. The eight major distributors were named co-conspirators.

A lengthy complaint alleged "the continuous combination and conspiracy in restraint of interstate trade and commerce in motion pictures, in the licensing thereof and in the exhibition thereof in Rochester, N. Y., the unlawful restraint of interstate trade and commerce, and the making of contracts in restraint of interstate trade and commerce in motion pictures for exhibition in Rochester" between 1942 and 1950.

Specifically at issue was the charge that the Webster, built in 1927 at a cost of some \$200,000, suffered serious damages because it was forced to play films behind Schines' older State, despite the fact the former equalled or exceeded the latter in every respect. The situation was due to "Schines' monopoly power, the power that it had with motion picture distributors." Francis T. Anderson, attorney for plaintiffs, claimed.

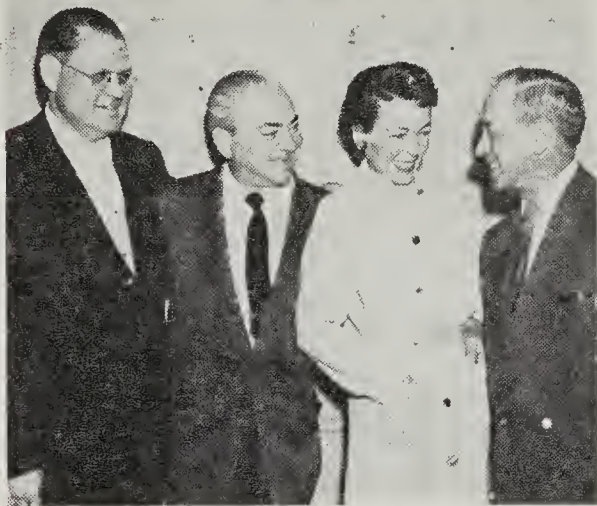
Judge Foley gave the contending attorneys, Francis T. Anderson of Philadelphia, for plaintiffs, and James O. Moore, Jr., for defendants, until May 30 to file briefs on the question of admissibility of the consent decree concerning the Schine operations, entered June 24, 1949. Foley did so after hearing Anderson plead for admission of the decree, and Moore urge its non-admission.

The case was adjourned for a week on May 24. It was resumed June 3.

## Albany

Sixteenth annual golf tournament of Variety Club will be held at Shaker Ridge Country Club, June 24. The day will be climaxed by a dinner, at which 150 are expected. Golfers probably will number 80 to 90. Former chief barker Nate Winig, who has helmed a number of tournaments for Tent 9, announced that a prize will be awarded every person attending the dinner. Joe Sheber is again in charge of prize solicitations. . . . Only 600 attended the annual stockholders' meeting of New York Central Railroad, in Fabian's 3,660-seat Palace. A closed-circuit telecast of improvements made to the Central's properties was a feature of the day-long session. The theatre, rented for the occasion, omitted screenings for a day and a half. Manager William With and assistant manager Stanton Patterson were in charge. . . . James Blackburn, president-business agent, Stage Employees Local, and Edward Wendt, holder of a similar position with the Projectionists Union, made arrangements to attend a District 19 (New York State) meeting of IATSE in Buffalo, June 9.

## NEWS OF THE TERRITORIES . . .



Barney Ross, whose film "Monkey On My Back," released through United Artists, was playing the State and Orpheum, Boston, arrived recently for press interviews to help plug the picture. Seen, left to right, Walter Milliken, city censor; Ross; Mrs. Ross; and Harry Segal, UA branch manager.

## Boston

David Kaplan, manager, Translux, Boston, came to the conclusion that many of his patrons enjoyed dance music other than the rock and roll style and booked a short each week, featuring a well known dance band, along with his regular program. "This softer music brings back many pleasant memories to the adult music lover and the shorts are being received cordially. Who knows? Perhaps today's youngsters may enjoy this type of music, and these shorts could pave the way for new-found interest in big bands," he said. . . . Sadye Gotz, office manager, Levenson Circuit, was recently elected president, Business and Professional Womens Group of the Boston Chapter of Hadassah. . . . The Lincoln, Quincy Point, Mass., has changed to a weekend only policy for the summer months. . . . Things are humming at the United Artists office with business so brisk that branch manager Harry Segal was forced to add two more telephone trunks to the switchboard. With the additional trunks, the phone number is changed to HA 6-6540. Segal and his booking and sales staff are lining up playdates for United Artists Week from June 30 to July 7. . . . 20th-Fox booker Larrie Lucie was married to Marilyn J. Botano, Lynn, Mass. . . . There is an unconfirmed report that a permit for a new drive-in in Abington, Mass., on Route 58 has been granted to Daniel Murphy, Jr., son of Dan Murphy, owner

## Theatre Wishing Well Helps School For Deaf

BRATTLEBORO, VT.—Spero Latchis, owner, Latchis Memorial, was approached by a committee from the Brattleboro Quota Club, asking if he would allow the use of the attractive fountain in the lobby of the theatre to be used as a wishing well to collect coins from theatre patrons to benefit the fund for the Austine School for Deaf and Dumb Children.

Latchis immediately gave his consent, and at the end of three months \$400 was withdrawn from the bottom of the well.

## Variety Camp Drive Plans Albany Dance

ALBANY—A Camp Thacher Emergency Fund Drive, launched by the Variety Club to assure the raising of a minimum \$10,000 for continuance of the free two-week vacation program for needy boys, made a brisk start. Within three days, \$100 was on hand from sale of tickets for a dance to be held at Shaker Ridge Country Club, Colonie, July 16. First goal fixed for the affair was \$5,000, represented by the sale of 1,000 tickets at \$5. However, there was later talk of marketing of 2,500, which would yield \$12,500.

Jack Spitzer, Variety member and a director of Albany Boys' Club, which conducts the summer camp in cooperation with Tent 9, gave a \$500 check to committee chairman Jules Perlmutter for two tickets. Spitzer, an automobile agency owner, also promised he would obtain the services of comedian Joey Adams to entertain at the dance. Adams' appearance was said to be assured.

Edward Rothbard, Variety barker and president of Shaker Ridge Country Club, was among the first to suggest the dance, as a means out of the dilemma in which Tent 9 found itself when the annual Denial Drive fell far short of the mark. About \$5,000 was collected during that effort.

of the Loring Hall, Hingham. The spot in Abington is opposite the Weymouth Air Base. . . . The Plaza, Salem, closed since 1952, reopened with a policy of three changes a week. The theatre is owned by Manuel Solovicos, a Salem restaurant owner, whose two sons, James and Teddy, will operate the theatre along with Raymond White, a son-in-law. New projection equipment and a CinemaScope screen has been installed by Massachusetts Theatre Equipment Company. Phil Bloomberg, former owner, Plaza, is handling the buying and booking for the new owners. . . . A severe fire damaged part of the concession building at the Round Hill Drive-In, Springfield, which closed

## COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$6 doily. Two room suites from \$10.50

SPECIAL MONTHLY RATES!

Air-conditioning & television available

Hotel **BEACON**

Broadway at 75th St., New York  
Oscar Wintrab, Managing Director

# FROM *Columbia* THE CO THE BIG BOX-OFFICE

**SHUDDERING TERROR!  
SHATTERING HORROR!**  
*Earth-Smashing Double Bill!*



SEE Creature run amok  
in Rome ruins!



SEE Creature battle  
electricity!



SEE Beast tear huge  
elephants apart!



SEE Beast defy modern  
weapons!

**SPACE  
MONSTER  
DOUBLES  
IN SIZE  
EVERY  
NIGHT!**

## 20 MILLION MILES TO EARTH

WILLIAM HOPPER • JOAN TAYLOR

starring  
Screen Play by BOB WILLIAMS and CHRISTOPHER KNOPF • Story by CHARLOTT KNIGHT • Technical Effects Created by RAY HARRYHAUSEN  
Produced by CHARLES H. SCHNEER • Directed by NATHAN JURAN • A MORNINGSIDE PRODUCTION • A COLUMBIA PICTURE

PLUS

**THE  
27th  
DAY**

THE 27 MOST  
TERRIFYING  
DAYS IN  
HISTORY!

Starring  
**GENE BARRY • VALERIE FRENCH**  
with GEORGE VOSKOVEC • ARNOLD MOSS • STEFAN SCHNABEL  
Screen Play by JOHN MANTLEY • Based on His Novel • Produced by HELEN AINSWORTH  
Executive Producer — LEWIS J. RACHMIL • Directed by WILLIAM ASHER • A COLUMBIA PICTURE

**TWO** GREAT  
DOUBLE FEATURE  
SHOWS READY  
FOR SUMMER  
BOOKING!

Already booked by  
the greatest  
circuits in the land

LOEW'S! • STANLEY WARNER  
R.K.O.! • FOX WEST COAST  
FABIAN! • PARAMOUNT GULF  
PUBLIX GREAT STATES!  
FOX INTER-MOUNTAIN! • H  
JAMESTOWN AMUSEMENT!  
NORTHIO! • SCHINE! • VIDEO  
MINNESOTA AMUSEMENT!  
CO-OPERATIVE OF PITTSBURGH  
BUTTERFIELD! • E.M. LOEW!  
EVERGREEN STATE AMUSEMENT  
STEWART-EVERETT! • TRI-STAR  
TRANS-TEXAS! • DURWOOD!  
FLORIDA STATE! • WESTLAND

**MAMMOTH SHOWS  
20 MILLION MILES**

**SENSATIONAL ADS! TV AND RA  
STARTLING THEATRE TRAILERS!**

S

# PANY THAT PIONEERED COMBOS...

**TERROR FROM ABOVE! HORROR FROM BELOW!  
DOUBLE SCIENCE-FICTION THRILL SHOW!**

**FLYING BEAST OUT OF PREHISTORIC SKIES!**



## **THE GIANT CLAW**

starring **JEFF MORROW · MARA CORDAY**

Written by SAMUEL NEWMAN and PAUL GANGELIN • Technical Effects Created by RALPH HAMMERAS and GEORGE TEAGUE  
Produced by SAM KATZMAN • Directed by FRED F. SEARS • A CLOVER Production • A COLUMBIA PICTURE

**MOST SPECTACULAR  
UPHEAVALS SINCE  
CREATION!**

**THE  
NIGHT  
THE WORLD  
EXPLODED!**

**AND**



starring  
**KATHRYN GRANT  
WILLIAM LESLIE**

Written by JACK NATTEFORD and LUCI WARD  
Produced by SAM KATZMAN  
Directed by FRED F. SEARS  
A CLOVER PRODUCTION  
A COLUMBIA PICTURE

**...SOLD WITH MONSTER PACKAGES OF PROMOTION!  
...DER-LISTENER IMPRESSIONS PER WEEK!  
...ETRATION CAMPAIGNS!**

**...THE MAN FROM... *Columbia* NOW!**

## Sack Takes Plymouth From Shubert Chain

BOSTON—The Plymouth, Boston, for many years a legitimate theatre, has been taken over by Benjamin Sack and after complete renovations will become a first run showcase for motion pictures. The acquisition of the Plymouth by Sacks marks the second Shubert-owned theatre that Sacks has absorbed in the past year. Last summer he signed a lease on the Majestic from the Shubert interests, remodeled it on a huge scale, equipped it with Todd-AO projectors and sound, and changed its name to the Saxon. For its gala opening, the attraction was "Oklahoma!" Currently it is showing "Around The World In 80 Days."

In taking over the Plymouth, Sack will change its name to the Gary, in honor of his youngest son. It will be remodeled along the same lines as the Saxon with Louis Chiamonte, Merchandising Display, designing the plans and supervising the remodeling.

The Gary is the third first run motion picture house in Boston under the Sack banner. He operates the Beacon Hill as well as the Saxon and two theatres in Fitchburg, Mass., the Fitchburg and the Saxon.

the entire building for two nights. Arthur Stein, city manager, ordered a caterer to supply sandwiches, coffee, cold drinks, popcorn, candy, etc., which were sold in front of the damaged building on tables erected for the emergency. A week later the concession building was repaired, repainted, and put in working order. . . . The gala opening of E. M. Loew's Auburn (Mass.) Drive-In was held. . . . Since the death in March of Oze Tessier, who owned the Rialto and Royal, New Bedford, his son-in-law, Russell Turner, is running the Rialto. The Roy has been closed for some months but plans are in the wind for Turner to reopen it in the fall.

**PROVIDENCE, R. I., NEWS**—The Lonsdale Drive-In announced a special give away. Some lucky boy or girl was to pedal home on an English-built bicycle. . . . Dick Partridge, WHIM star, made a personal appearance on the stage at the Route 44 Drive-In. . . . Many surrounding open-airers are lining up local radio and TV personalities to entertain early-arriving patrons until darkness enables the evening's screenings to be shown. Special stage sound equipment and amplifiers are being installed to overcome the normally unfavorable outdoor acoustics. Increased patronage is anticipated.

## Buffalo

In connection with his "Calypso Joe-Hot Rod Rumble" show general manager George H. Mackenna, Basil's Lafayette, put a Calypso Amateur Contest on his stage, with WEBR's popular personality, Bob Wells, acting as master of ceremonies. The contest aroused a lot of interest and attracted many entrants. Mackenna also presented calypso hats to the first 500 ladies attending the opening night's performance, thus adding to the general hilarity of the premiere. . . . Andy Griffith, star of "A Face In The

## N. C. Exhibitor Succeeds In Killing DST Bill

DURHAM, N. C.—Harry Buchanan, Hendersonville, N. C., theatre operator, has been given credit for making the House of Representatives of the North Carolina Legislature change its mind about daylight saving time.

The House recently voted in favor of a bill which would institute daylight time on a statewide basis in North Carolina. Drive-In operators feared the bill, if enacted into law, would wreck their business, which thrives only after dark, reasoning that darkness would come an hour later and that some patrons would feel that 9 o'clock is too late to begin going to the movies.

Buchanan swung into action, buttonholing members of the House, and the next day, it reversed itself and killed the bill 51 to 41.

Crowd," visited to do some tub-thumping for his first starring production. Andy, star of the Broadway stage hit, "No Time For Sergeants," was welcomed at the airport by Mayor Steven Pankow and presented with the key to the city. Following a luncheon in his honor at Hotel Statler at noon, Griffith appeared on half a dozen radio and TV stations. . . . Mr. and Mrs. Del Shute, managers of the Nunda, Nunda, N. Y., donated their theatre for a showing of the cancer film, "Breast Self Examination," which approximately 350 women viewed at its recent showing under the sponsorship of the Nunda Hospital Guild. . . . W. E. J. Martin, drama and motion editor, Buffalo Courier-Express, and William Barney, roto editor, look very photogenic posing with Clark Gable during their visit to Hollywood, where both Martin and Barney appeared in Paramount's "Teacher's Pet." . . . Elmer F. Lux, past chief barker, Buffalo Variety Club, is a member of the arrangements committee planning the annual Spring Dance of the Greater Buffalo Advertising Club, June 8 in Kleinhans Music Hall.

## Charlotte

The House Finance Subcommittee of the North Carolina Legislature recommended license tax relief for movie house operators which would save the operators an estimated \$90,000 a year. Operators recently asked the committee for a reduction in their license taxes, stating that unless such a cut was forthcoming some houses would have to close in the face of diminishing returns. . . . Roy Rowe, Burgaw, N. C., theatre operator and a

## Court Upholds Chicago Censors In "Game" Ban

CHICAGO—The city ordinance regulating the Chicago Police Censor Board, which has been under numerous court attacks, was declared to be constitutional by the U. S. Appellate Court. The decision was rendered concurrently with a ruling which upheld the censor board's ban on "The Game Of Love."

After viewing this picture, the three high court judges branded the film as being "obscene and immoral."

## Buffalo NSS Office Uses N. Y. Warehouse

BUFFALO—Area exhibitors will get National Screen Service supplies from that company's New York warehouse through the Buffalo NSS office starting early in June, according to a letter from Harold Bennett, branch manager here. After that time, the Buffalo NSS office no longer will carry any stock.

In the letter to exhibitors, Bennett said, "Although we took a long stride forward in 1952, by making the Buffalo office a full exchange, we have never been able to overcome one obstacle in achieving superiority of service. I refer to 'short' shipments.

"These 'shorts' have been the result of release schedules and booking 'breaks' that more and more frequently are a far cry from the former Buffalo, Syracuse, Rochester and Jamestown pattern.

"Today, area and saturation dating almost has become a rule rather than an exception. . . . Now, with modern electronic machines, we again can take a long stride forward. We will have as our 'stock room' the entire district warehouse in New York, where materials are received from the plants as soon as the manufacturing process is completed. Thus 'shorts' will practically vanish except in those instances where a picture is played so early that some items still are in production. Should that occur, we will be in a better position than ever to service you by sending appropriate substitutions and thus take care of your needs in the interim. . . . We shall have a private line teletype between Buffalo and New York open continuously from nine a.m. to five p.m., Monday through Friday. In addition, the latest type of automatic photograph equipment will give me an exact copy of your entire week's booking order in a fraction of the time formerly required to transcribe one program change."

member of the N. C. State Senate, has been renamed a member of the board of trustees of the University of North Carolina.

## Chicago

World Theatrical Enterprises, Inc., owner of the Quincy and Quincy Drive-In, West Quincy, Ill., filed suit in Palmyra, Mo., asking cancellation of the lease held by the General Drive-In Theatres, Inc., present operators of the outdoor. The suit asks for possession of the property, damages, an accounting and the appointment of a receiver. . . . A reception for Elizabeth Wetter, 50 years in the industry and 45 of them with Universal, is being arranged by Lou Berman, publicist. She started her career with Carl Laemmle. . . . Harold Bridge was named manager, Paramount, Fort Wayne, Ind. . . . The 3,000-seat Tower, closed for several months, is being offered for sale. The Tower Building Corporation has opened the house and the theatre building, which contains apartments and stores, for inspection. . . . B and K transferred Ken Edgerly, a manager for 30 years, from the Garrick to the Berwyn, so that he could be near his home. George Romaine went from the Marbro to the Garrick.

(Continued on page 23)

# *Thank you, Mr. Exhibitor...*

## **JOE BUTTERFLY**

Audie Murphy • George Nader  
Burgess Meredith  
Technicolor • CinemaScope

## **TAMMY and the BACHELOR**

Debbie Reynolds • Leslie Nielsen  
Technicolor • CinemaScope

## **JET PILOT**

John Wayne • Janet Leigh  
Technicolor

## **NIGHT PASSAGE**

James Stewart • Audie Murphy  
Technicolor • Technirama

## **The MIDNIGHT STORY**

Tony Curtis • Marisa Pavan  
CinemaScope

## **The LAND UNKNOWN**

Jock Mahoney • Shawn Smith  
CinemaScope

## **INTERLUDE**

June Allyson • Rossano Brazzi  
Technicolor • CinemaScope

## **RUN OF THE ARROW**

Rod Steiger • Sarita Montiel  
Technicolor

## **MAN OF A THOUSAND FACES**

James Cagney • Dorothy Malone  
CinemaScope

## **QUANTEZ**

Fred MacMurray • Dorothy Malone  
Eastman Color • CinemaScope

## **The UNHOLY WIFE**

Diana Dors • Rod Steiger  
Technicolor

for helping to make our just completed sales drive the wonderful success it was.

We wish we could thank each of you personally for your splendid cooperation.

That's impossible, of course. Instead, we are going to say "thank you"

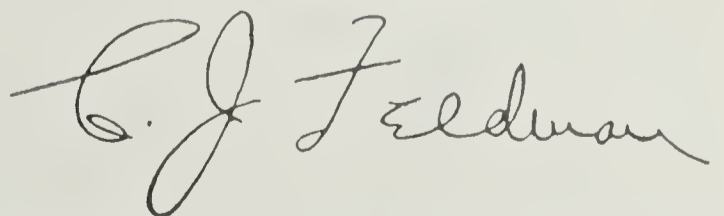
by providing you with money-making pictures and fair dealings. Just look

at the list of our great pictures—all ready, all announced, and all to be

pre-sold before they reach your theatre.

That planning is our "thanks."

Sincerely



Vice President and General Sales Manager



# Johnston Kicks Off Golden Jubilee As First Business Building Effort

NEW YORK—Eric Johnston, president, Motion Picture Association of America, opened the Golden Jubilee of Motion Pictures celebration as the featured speaker at the Sales Executives Club luncheon, Roosevelt Hotel, last week.

All branches of the motion picture industry participated in this Motion Picture Industry Day. Some 50 industry leaders, representing the major producers and distributors, exhibitor association heads, theatre circuit chiefs, and several leading actors and actresses were on the dais.

For this event, the Sales Executives Club extended a welcome to all members of the motion picture industry and allied organizations.

Each of the major producing-distributing companies prepared a dramatic exhibit of its latest release and the ballroom and adjoining areas were decorated in gala motion picture grand opening style. It is proposed that the exhibits will be used as a traveling unit so that this Golden Jubilee kick-off even may be put on in key cities throughout the country as one of the first steps in the joint exhibitor-producer-distributor Business Building program.

## "80 Days" Dates Set

NEW YORK—Michael Todd has set four additional openings for "Around The World In 80 Days" in Kansas City, St. Louis, Cincinnati, and Cleveland.

## "Face" Bow Benefits 49 National Charities

NEW YORK—Forty-nine national and New York charities have been designated to benefit from the "Your Favorite Charity" world premiere of Elia Kazan's "A Face In The Crowd" for Warners, last week at the Globe.

More than 1,500 persons, including notables from the entertainment field, business, politics, and civic life, filled the Globe to capacity for the first premiere in motion picture history to permit ticket-holders to earmark their charity. Tickets were priced at \$25 for orchestra and mezzanine seats and \$10 for balcony locations, with Price Waterhouse auditing the compilation of contributions.

## Houston Variety Moves

HOUSTON, TEX.—Variety Club Tent 34 last week moved to new quarters at 6808 South Main, above the Ding How Restaurant.

The Houston Endowment recently gave the Tent a grant of \$90,000 to pay off the mortgage on its Boys' Club and make it possible for two boys a year for the next five years to receive scholarships amounting to \$2,500 per boy.

The Tent is sponsoring a benefit night at Playland Park on June 15.

## Phila. Exhibs Protest Commandments Policy

PHILADELPHIA—An anti-trust complaint was filed in U. S. District Court today by Fried Management Company, Harry L. Dembow, N. Herman Bornstein, Milton Amusements, Inc., William Goldman Theatres, Inc., Ridge Theatre Corporation, Melvin H. Koff, A. M. Ellis Theatres Company, Main Line Theatres, Inc., 309 Drive-In Theatre Corporation, and Downtown Amusement Company, against Paramount Film Distributing Corporation charging violation of the consent decree under a selling plan for "The Ten Commandments," outlined by the company and branch manager Ulrik Smith on May 21.

The plaintiffs demand that Paramount be ordered to license this film so that it may be made available for exhibition at their theatres 28 days after completion of its run at the Randolph, Philadelphia; that the defendant be enjoined from licensing this film to any theatre in the Philadelphia area except in accordance with the normal plan of distribution to "key-run" theatres; that the defendant be enjoined from accepting any bids or executing any distribution plans as outlined in their bid letter of May 21; and that the defendant be enjoined from arbitrarily imposing an unreasonable clearance.

Judge Allan K. Grim granted a temporary injunction and set June 11 as the date for a hearing on same.

Under branch manager Ulrik Smith's signature, Paramount's letter says they will accept "... additional special engagements in selected theatres in Philadelphia area. To this end we have decided to divide the area into several geographical sub-divisions. In each of the several areas we propose to offer one additional special engagement of the film. Each engagement will have the same starting date although the length of the engagement may vary in respective areas. Competitive offers will be invited from all the suitable theatres within each area for the special engagement which we will offer in that area. We will accept the offer of the theatre in each area which we believe will result in producing the highest film rental for Paramount.

"In order to assist us in evaluating the offers we receive, we suggest that the terms that you offer include the minimum period of playing time, the film rental which you would guarantee for this special engagement. If all the offers received should be deemed inadequate, we reserve the right to reject all such offers and will then negotiate with a theatre or theatres, according to our best judgment.

The complaint was filed by Sylvan M. Cohen, of the law firm of Cohen, Shapiro, and Cohen.

## Loan Extensions Discussed

WASHINGTON—The House Small Business Committee last fortnight began a series of hearings aimed to develop facts on legislation needed to extend Small Business Administration help to enterprises which are not adequately served by private lenders, including SBA participation in movie theatre mortgage loans.



let's not  
kid  
ourselves!

The money you save on inferior sound service is lost in less tickets sold.

Today your sound *must* be perfect! Every dollar you invest in an ALTEC SERVICE contract pays dividends at your box office.



161 Sixth Ave. New York 13, N. Y.  
*Specialists in Motion Picture Sound*

## The Editor Speaks

THE OTHER NIGHT I was talking to an exec of one of our major flicker plants who was bewailing the fact that his studio had, over the years, allowed so many potential young stars to slip through their unfeeling hands. I had to go along with him in his thinking that this crying need for new stars is one of the most vital objectives facing the industry today.



PAUL MANNING

WHO CAN HELP but admire the foresight and tremendous achievement of Universal Pictures, where they have molded such present day boxoffice stars as Rock Hudson, Jeff Chandler, Tony Curtis, Audie Murphy, Dorothy Malone, etc., etc.

WITHOUT THIS constant supply of fresh blood to our star ranks we would be forced to have a huge army of wheel chairs and attendants available at all studios to transport our aging stars in front of the cameras for their day's work. In fact, in some cases, this is true today!

CONTINUED THIS EXEC, "So what? Suppose we spent a million dollars for a real honest to goodness grooming school for young talent? Spreading the cost out over, let us say, 20 to 25 pictures each year, just how much would that amount to? Peanuts! And do you know," he continued, now with that gleam of discovery in his eye, "what one honest-to-goodness new star is worth to a studio? It could be fabulous, Paul!" And, he's right!

WE NEED NEW Shirley Temples, new Deanna Durbins, new Judy Garlands, new Robert Taylors, new Clark Gables, new everything. The talent is out there somewhere, beating on those studio gates trying to get in. So, let them in!

AND—here is the important rule—once you let them in, work with them, know them, develop them; don't just bury them in your musty property department like some old umbrella stand! You're nuts if you do.

**STUDIO SURVEY** appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 8141 Blackburn Ave., Los Angeles 48, California. For other information, address **MOTION PICTURE EXHIBITOR**, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

# STUDIO SURVEY

Paul Manning, editorial director

Vol. 10, No. 6

June 5, 1957

# STUDIO SURVEY

## Motion Picture Exhibitor Laurel Awards Nominations

PARAMOUNT's

### "GUNFIGHT AT THE O. K. CORRAL"

starring

BURT LANCASTER, KIRK DOUGLAS

co-starring

RHONDA FLEMING, JO VAN FLEET, JOHN IRELAND

A Hal Wallis Production. Directed by John Sturges.

Screen play by Leon Uris.

In VistaVision. Color by Technicolor.

SAMUEL FULLER's

### "CHINA GATE"

starring

GENE BARRY, ANGIE DICKINSON, NAT "KING" COLE

A Globe Enterprises Production. Released by 20th Century-Fox.

Written, produced, and directed by Samuel Fuller.

A CinemaScope production.

MGM's

### "MAN ON FIRE"

starring

BING CROSBY

co-starring

INGER STEVENS, MARY FICKETT, E. G. MARSHALL

with

MALCOLM BRODERICK, ANNE SEYMOUR, RICHARD EASTMAN, DAN RISS

A Sol C. Siegel production. Directed by Ranald MacDougall.

Screen play by Ranald MacDougall from a story by Malvin Wald and Jack Jacobs.

## "China Gate" Bows



Samuel Fuller's "China Gate," being released by 20th-Fox, recently had its gala world premiere in San Francisco, and seen at the colorful ceremonies before the Fox are same of the brightly clad Chinese dancers who entertained those attending the bow.



Writer-producer-director Samuel Fuller and his wife, left, arrive at the theatre with Mr. and Mrs. Gene Barry and Mr. and Mrs. Nat "King" Cole. Barry and Cole star in the adventure drama.



Popular vocalist "King" Cole, making his dramatic debut in "China Gate," entertains a couple of his fans at premiere festivities.

# GOOD THINGS TO COME FROM HOLLYWOOD ...

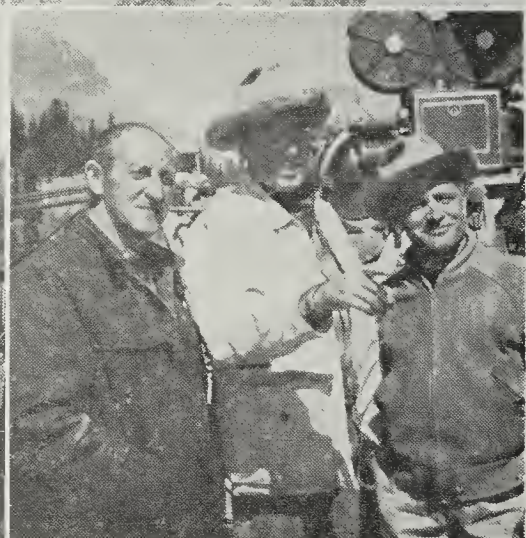
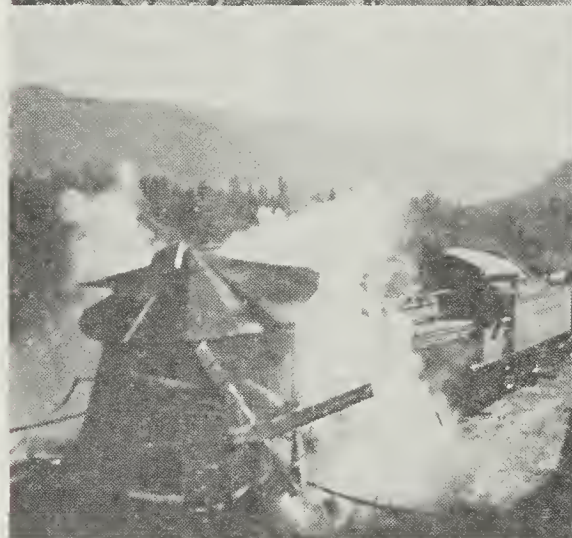
## U-I's "Night Passage"

Universal-International's "Night Passage" is a truly big outdoor action drama in which all the pieces fall into place perfectly to make a powerful, fast-moving, and suspenseful picture of a calibre that spells top box office.

As added insurance of the picture's box office draw, U-I has teamed in the top roles James Stewart and Audie Murphy, the stars of its all-time high grossers, "The Glenn Miller Story" and "To Hell And Back," respectively. Aaron Rosenberg, who produced both of these films, has produced "Night Passage" on a magnificent scale. And James Neilson, one of TV's better directors, makes an auspicious bow in motion pictures with his skillful direction.

It would be impossible to say too much for the performance of Stewart and Murphy, both of whom more than amply live up to the high standards they already have established for themselves. High praise must also go to Dan Duryea, who readily upholds his reputation of adding zest to any scene in which he appears, and to Diana Foster, who injects an appealing note as the girl who is torn between her respect for Stewart and her love for Murphy.

While the principal attention is focused on the characters and the story, tautly scripted by Borden Chase from the novel by Norman A. Fox, the picture is considerably heightened by the grandeur of the rugged Colorado backgrounds strikingly photographed by William Daniels in Technirama, Technicolor's great new wide-screen process. —P.M.



Seen are three of the exciting action scenes from U-I's "Night Passage," which stars James Stewart and Audie Murphy and was filmed in Technicolor's new wide screen process, Technirama. At lower right, producer Aaron Rosenberg, star Stewart, and director James Neilson get together on the set.

## Kaplan Joins Times

NEW YORK—William Shelton, vice-president in charge of distribution for Times Film Corporation, has announced the appointment of Murray M. Kaplan as his sales assistant.

Before joining Times, Kaplan was in the sales department of United Artists. Prior to that he had been sales manager for Artists-Producers Associates, sales manager of Specialty Pictures, and manager of the contract department of Eagle Lion.

## Caesar Eyes Film Production

NEW YORK—Sid Caesar and Sylvester L. Weaver have formed a new business association to produce motion pictures for theatrical release, it was learned last fortnight. Talks are being held with various motion picture distributors.

The new project was said to be "tailor-made to Caesar's talents in a unique adaptation of TV techniques to motion picture presentation."

The popular comedian recently ended a long association with NBC.



## Wile Cautions Exhibs On Road Construction

COLUMBUS, O.—Ohio drive-in owners who wish to protect their business during highway construction are advised to obtain contractual approval for maintenance of traffic from the Ohio Highway Department before construction contracts are let, said Robert Wile, secretary, Independent Theatre Owners of Ohio.

Wile said contracts are let with clauses providing for maintenance of traffic when approved by the department's division engineer. "Once the contract is let without such a clause, nothing can be done," said Wile. "Any relief sought must come before the contract is let.

"In taking land from a drive-in theatre owner, or any other property owner, the price paid will reflect not only the actual value of the property but the residual value of the remainder," said Wile.

Wile pointed out that if the drive-in is on a county or township highway, the State Highway Department has no jurisdiction.

### News Of The Territories

(Continued from page 18)

#### Cincinnati

UA's "Around The World In 80 Days" opens June 13 at the suburban Valley with a benefit screening for the Greater Cincinnati Hospital Fund, with all seats reserved at \$5 to \$25. Mike Todd, Jr., was in to supervise equipment setup in the 1465-seat house, where he predicted the film will have a year's run. Todd also promoted the film extensively on local TV programs and in newspaper interviews. Ralph Buring, former Paramount field exploiter, has been named to handle area publicity for the film. . . . In were UA's Sid Cooper, district manager, and Abe Bernstein and Richard Condon, publicists; Phil Levine, New York, general sales manager, Union Film Distributors; J. J. Maloney, MGM district manager, and Jack Haynes, United Detroit Theatre Corporation. . . . Also in were Charles LeMaire, 20th-Fox executive designer, and two starlets who promoted "Desk Set" at the Albee with appearances at a downtown specialty shop's fashion show and numerous TV, radio and newspaper interviews. . . . Mike Chakeres, vice-president, Springfield (O.) Theatre Company, and his family have returned from visits with relatives in North Carolina. Office personnel gave a party for Patti Chapman, his secretary, who will be a June bride. . . . Another June bride will be

Ruth Drout, TOC secretary, and Johanna Reed, MGM clerk, will be married in September. . . . Sale of a Variety Club special edition of the Times-Star on the annual "Old Newsboys Day" was reported more successful than in any previous year. Total receipts from the sale will not be known until completion of an audit. . . . Pat and Phil Collins, sons of Frank Collins, general manager, Chakeres Circuit, have returned to their Springfield, O., home after completing their freshman year at Notre Dame University.

**COLUMBUS, OHIO, NEWS**—Walter Miles announced the closing of the Pythian, East Side neighborhood, operated since 1934 by the Miles Circuit. The theatre has been acquired by the Greater Gay Street Baptist Church. The building was erected in 1926 by the Knights of Pythias as a lodge hall. . . . A "slick-haired blond youth" robbed Fred Rowlands' Livingston neighborhood of \$11.85 after pacing about the boxoffice for 10 minutes. A youth of similar description attempted to rob Rowlands' Main the previous Saturday but was scared off by the combined efforts of the cashier and doorman. . . . Al McClain, relief theatre editor, Columbus Dispatch, has resigned to join the theatre staff of the Detroit News. . . . Ohio House of Representatives defeated by one vote a Senate-approved bill to require more parental supervision of delinquent children who damage theatres and other public places maliciously. An attempt may be made later to reconsider the measure. Before voting on the bill, the House eliminated provisions allowing a juvenile court to bring con-

tempt proceedings against a parent if a delinquent child misbehaves a second time.

#### Cleveland

Marshall Fine, Associated Theatres Circuit, opens a second run engagement of "The Ten Commandments" simultaneously at the Granada and Park just 14 days after the close of the picture's 29-week run at Loew's Ohio. It closes at the Ohio on June 5 to make way for the June 14 opening of "Around The World in 80 Days." The Granada is on the west side of the city and the Park is an east side house. Fine states that the picture will be shown on a two-a-day policy, with one matinee and one evening performance. No seats will be reserved, and the price scale is still to be determined. . . . Announcement of the retirement of Paul Gusdanovic, a pioneer exhibitor who has been active in the operation of motion picture theatres for the past 50 years, surprised Film Row. He has concluded a deal with General Theatres, a circuit headed by S. P. Gorrel, Leonard Mishkind, and Henry Hellriegel for the acquisition of the three Gusdanovic theatres, Avalon, LaSalle, and Regent. This brings to 10 the theatres in the General Theatres Circuit. The others are the Southern, Garden, Detroit, Lyceum, and Olympia, Cleveland; the Orr, Orrville, and the Community, Cadiz. No personnel changes are contemplated at this time. . . . Sol Gordon, 20th-Fox field publicity, has been transferred to Chicago. In his place is Steve Pirozzi. . . . Mrs. Irwin Pollard, widow of the Imperial Pictures

## Film Exchange and Dealer Listing for the OMAHA FILM TERRITORY

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### • Film Distributors

**ALLIED ARTISTS, 1506 Davenport St.—ATLANTIC 1953**

Br. Mgr.: Sol J. Francis. Bookers: Helen Newman. Emerg. Phone: HA 2625, RE 8453.

**COLUMBIA, 1516 Davenport St.—JACKSON 2424**

Br. Mgr.: J. H. Jacobs. Office Mgr. and Bookers: William R. Lyons. Sales: Edward Cohen, John H. Andrews. Cashier: Stella Robinson. Emerg. Phone: GLendale 5004.

**HOLLYWOOD, 1508 Davenport St.—JACKSON 1161**

Br. Mgr.: Meyer Stern. Emerg. Phone: GLendale 7185.

**PARAMOUNT, 309 N. 16th St.—ATLANTIC 1550**

Br. Mgr.: M. E. Anderson. Office Mgr. and Bookers: John Trude. Sales: Lindford Pitts, Charles Caligiuri. Bookers: Orville Eby. Cashier: Irene Nielsen. Field Exp.: James Castle. Emerg. Phone: GLendale 6630.

**20TH CENTURY-FOX, 1502 Davenport St.—JACKSON 4860**

Br. Mgr.: George Regan. Sales: Lawell C. Kyle, William Higgins. Bookers: Edna Nass. Cashier: Mary Frangenberg. Field Exp.: Chick Evens. Emerg. Phone: GLendale 0458.

**UNITED ARTISTS, 1508 Davenport St.—ATLANTIC 9944**

Br. Mgr.: Donald V. McClucas. Office Mgr. and Bookers: Opal Woodsan. Sales: James J. Sparks. Bookers: Erma DeLand. Cashier: Elizabeth Wolf. Emerg. Phone: REgent 5346.

**UNIVERSAL-INTERNATIONAL, 1524 Davenport St.—ATLANTIC 8918**

Br. Mgr.: I. M. Weiner. Office Mgr. and Bookers: Sam Deutch. Sales: Carl Reese, Harry Fisher. Bookers: Barney Rosenthal. Cashier: Dolores Kramper. Emerg. Phone: None.

### • Supply Dealers

**NATIONAL THEATRE SUPPLY, 307 N. 16th St.—WEBSTER 8377**  
Emerg. Phone: W. M. Allisan, Castle Hotel.

**QUALITY THEATRE SUPPLY, 1515 Davenport St.—ATLANTIC 7253**  
Emerg. Phone: TERRace 1519.

**WESTERN THEATRE SUPPLY, 214 N. 15th St.—ATLANTIC 9046**  
Emerg. Phone: GLendale 6677.

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**Memphis Territory**

Issue of June 12

**Seattle Territory**

Issue of June 19

Save them!

## Circuit Head Blank Aids Kids' Hospital

DES MOINES—A. H. Blank, veteran circuit operator, has offered to donate two-thirds of the cost of a new \$200,000 building for the Des Moines Child Guidance Center. The Center offers treatment for children suffering from serious mental, emotional, or behavior disorders.

The new building would adjoin the Raymond Blank Memorial Hospital and would be known as the Anna Blank Memorial in memory of the first Mrs. A. H. Blank, who died in 1952.

Blank, head, Tri-States Theatre Corporation, gave Des Moines the Raymond Blank Memorial Hospital in 1944 in memory of his son, who died in 1943. The institution is one of the finest children's hospitals in the country.

head, is moving east to be near her children. . . . Nat Levy, RKO sales manager, was in to confer with Jack Zide, who is releasing some RKO product through Imperial. . . . More than a hundred persons attended the annual meeting of the Motion Picture Council of Greater Cleveland in the Higbee Lounge. Mrs. Joseph Chase, outgoing president, presided. Mrs. E. F. Carran, past president, installed new officers, including, president, Mrs. Frederick J. Chapman; vice-president, Professor Millard A. Jordan, Fenn College; recording secretary, Mrs. W. T. Shoemaker; corresponding secretary, Mrs. R. N. Denby; and treasurer, Mrs. E. V. Burke.

## Dallas

Cinerama ended its Dallas run at the Melba with the final performance of "Seven Wonders Of The World." The Melba will remain dark until late August or early September when it will reopen for the fourth Cinerama production, "Search For Paradise." . . . Film star Charlton Heston gave the Dallas Theatre Center fund raising drive a boost by addressing the women's memorial gifts division kickoff luncheon at the Hotel Adolphus Roof Garden. . . . Anne Lee, publicist for "Seven Wonders Of The World" leaves the Melba to take a new assignment in Detroit for Cinerama. . . . Interstate executives R. J. O'Donnell, John Adams, Raymond Willie, William Mitchell, and Frank Starz have returned from Chicago where they attended meetings related to the newly organized AB-PT Pictures. . . . Bill Crump is the new Warners office manager, replacing the late Robert Helms. . . . Julius Gordon, president, Jefferson Amusement Company, with headquarters in Beaumont, Tex., and R. J. O'Donnell, vice-president and general manager, Interstate Theatre Circuit, with headquarters here, were hosts at a luncheon at the Town and Country Restaurant for Fred J. Schwartz, former president, Century Theatre Circuit, now president, Distributors Corporation of America. . . . Hugh T. Gray is now traveling the southwest as a salesman for Sterling Sales and Service Company.

## Denver

Fox Inter-Mountain Theatres bought land for a new theatre at Ft. Collins, Colo., to replace the America, which is



Paramount's "Funny Face" opening at the RKO Orpheum, Denver, recently was beautified by Daniel and Fisher models as they informally modelled the "Think Pink" fashions inspired by the picture.

being converted for other business. . . . Frank H. Ricketson, Jr., National Theatres general manager, was in.

## Des Moines

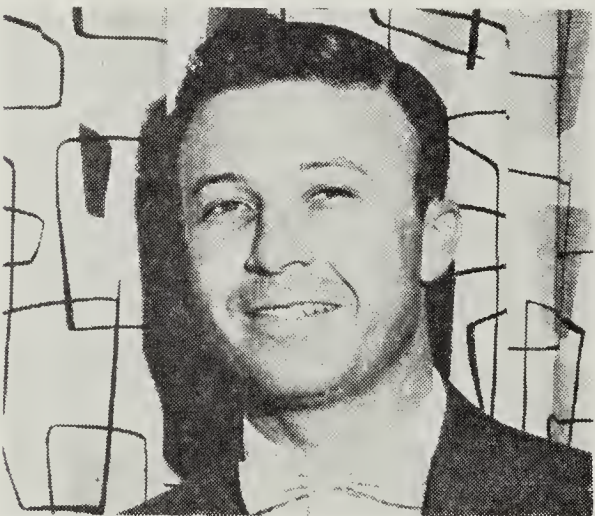
Thelma Washburn has been named head booker and office manager, Universal. She formerly held the same post at RKO.

## Hartford

The Interstate of New England Theatres launched a new Tuesday and Wednesday art policy in the Palace, Rockville, Conn. . . . Florence Soos resigned as assistant manager, Warner, Bridgeport, Conn. . . . John S. Bernard has been reelected president, Motion Picture Operators Union, Local 277, Bridgeport.

## Houston

Esther Williams arrived here together with her husband-manager Ben Gage for a two-day visit to introduce her new idea in swimming pools. The star left to keep a date for wardrobe fittings at Universal-International Studios for "The Islander," a picture in which she will co-star with Jeff Chandler. . . . Eddie Bremmer of the Interstate Theatre Circuit who is called "Mr. Show Business Of Houston," was given a two-page spread in the roto section of the Houston Chronicle. . . . "The Heart Of Show Business" was given a special screening before the members of the Local Variety Tent 34 at the 20th-Fox screening room. . . . Jack Groves, Post Oak Drive-In, will be host to the members of the Houston Indepen-



Charles Goldstein was recently appointed administrative assistant to Sidney Meyer, co-owner, Wometco Theatres, Miami, Fla.

## New Air Freight Firm Headed By Brandon

MEMPHIS—M. H. Brandon, Memphis citizen who originated the film transit idea and saw it become one of the most intensive transportation networks in America, is now president, Air Dispatch, Inc. The Delaware-incorporated firm, which will have its principal offices in Chicago after June 1, has as its goal the delivery of air freight to all the 37,000 points the film transit companies serve. Sixteen film transit firms of the 36 in the nation's major cities formed Air Dispatch, with authorized capital stock of \$5 million.

Brandon states, "The airlines have been hamstrung in developing their air freight business. They haven't had a correlated ground service. The film transit firms' decision to supply that service is considered a major development in the transportation field. We expect to do \$50 million-a-year business."

Air Dispatch is one of 36 other firms in the field, but is unique in its ownership tie-in with the film transit firms. New York will have a secondary office of Air Dispatch, as will Los Angeles. Milton A. Ratcliff, Memphis, is executive vice-president, and will move to Chicago. Brandon continues as president of Film Transit, Memphis, with his son, G. L. Brandon, as manager. Brandon is also president of Memphis Film Service.

dent Theatre Association at their next meeting. . . . The Variety Tent 34 moves its club rooms from the downtown Montague Hotel to the former Nile Club near the Shamrock Hilton Hotel. . . . Interstate Theatre Circuit's Houston city manager, Al Lever, is at home recuperating after a stay in the hospital. . . . "The Big Show" was given an advance showing at the Metropolitan by 20th-Fox. . . . Tom Payne reports that his company, Horizon Film Productions, will start shooting in June near Kerrville, Tex., on his "Ghost Horse," the first production.

## Jacksonville

Local exhibitors and their staffs gave valuable assistance in the staging of the third annual Golden Deed Telethon at the Hotel George Washington auditorium. Televised for 16 consecutive hours May 25-26 by WMBR-TV, the show had a goal of \$125,000 for the cerebral palsy fund. Starring in it were Hal March, Jack Dempsey, Joe DiMaggio, and scores of well-known entertainers. . . . Joe Charles was busy staging a jalopy giveaway at the suburban Capitol. . . . WOMPI members and their employers held an annual boss-secretary banquet at the Town House Restaurant on May 24, with Edith Prescott presiding at the speakers' table. . . . Ted Chapeau, president, Jacksonville Fair Association, sponsored by Variety's Tent 44, announced that Leo Carrillo has been signed as a headliner at the annual fair to be held at the Gator Bowl in October. . . . Retired exhibitor John L. Crovo is kept active these days as property master, Variety Club, and as president, Motion Picture Council. . . . Marc Barre, circuit leader from Atlanta, was a visitor at the Florida State Theatres home office last fortnight.

## Minneapolis

Two ushers at the RKO Orpheum were attacked and beaten by a group of teenage boys they caught trying to break into the theatre. The incident was part of a general outbreak of teenage violence and vandalism in the city. . . . "The Ten Commandments" closed its 13-week run in the Lyric. . . . Ralph Pielow, Jr., Quad-States Theatre Service, became the father of a girl. . . . Robert Foster is the new projectionist, 20th-Fox screening room. . . . Jack Bradley, head, Independent Film Service, was recuperating at home after being hospitalized for surgery. . . . Jane Kruger and Sandra Barnes are new bookers' clerks, MGM. . . . Allied Artists, MGM, and Warners slated a joint picnic for today (May 29) at nearby Hidden Valley. Tom Lutz, MGM booker, was in charge.

## New Orleans

Mort Nathanson, UA publicity manager, conferred with southern publicity boss Addie Addison on forthcoming campaigns for "Sweet Smell Of Success," "St. Joan," and "The Pride And Passion." . . . "Bayou" premier brought a flock of big names to town for the doings at the Saenger on May 30. Included in the Hollywood junket were Peter Graves, Peggie Castle, Chill Wills, Phyllis Avery, Douglas Fowley, and Robin Raymond, along with executive producer Michael Ripps, and author of the original screen play and creator of the film score, Edward I. Fessler, civic and theatre dignitaries, and local actors and actresses who participate in the film. Heading the parade was to be a squad of policemen on motorcycles, followed by the uniformed mounted patrol of the Jerusalem Temple Shrine Band and the U. S. Marines Color Guard. . . . A. W. Fussel has reopened the Hollywood, Franklinton, La. . . . Leslie Haywood, after seven weeks of unsuccessful operation, closed the Wayne, Mellville, Ala. . . . Addie Addison, United Artists special publicity representative, was in to stage the world premiere of "Bayou" in the Saenger, dated to open this week. . . . Rodney Toups, managing director, Loew's State, won third prize for deluxe theatres in the company's national contest for the best campaign on United Artists' "Trapeze." . . . C. H. Crossley, Laurel, Miss., indoor and drive-in operator, resumed his drive-in operation at a new location with the Crossley. The site of the former Starlite was taken over by the State Highway Commission. . . . Recent closings include I. M. Gauthier's Castle, White Castle, La.; A. Thibodeaux's Leon, Leonville, La.; and Wilbur Jolet's Smyles, Weeks Island, La. . . . The new owner of Cave Tangi Drive-In, Ponchatoula, La., is William C. Feske. . . . Don Kay, Don Kay Enterprises, acquired ownership of Buck, Biloxi, Miss. . . . W. P. Florence, Jr., closed the Paula and reopened the Pelican, Homer, La. . . . S. E. Bradley closed the Victory, Loxley, Ala., and reopened the Robertsdale, Robertsdale, Ala.

## New York

Motion Picture Bookers Club theatre party at "Tunnel Of Love," Royal, is May 7. . . . Associated Motion Picture Advertisers, Inc., held a special luncheon meeting and the nominating committee named the following slate of officers



Sydney J. Poppay, manager, SW Strand, York, Pa., recently attracted considerable attention to Paramount's "Funny Face" by using a foreign car similar to one seen in the picture for exploitation purposes.

for 1957-1958—Gordon White, chairman; Paula Gould, Vincent Trotta, Blanche Livingston, Paul Greenhalgh, Anita

Brooks, and Charles Alicoate. . . . The appointment of Abe Dickstein, 20th-Fox; Marvin Kirsch, Radio and Television Daily; Harold Rinzler, Randforce Theatres; and Joseph B. Rosen, U-I, as co-chairmen of the sixth annual film industry golf tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club, Tuckahoe, N. Y., June 13, was announced by Martin Levine, chairman of the tournament. A tournament committee including Dave Bader, Herb Berg, Dave Dash, Jack Hoffberg, Milt Livingston, Don Mersereau, Allan Robbins, Burton Robbins, Norman Robbins, Milt Salzburg, Cy Seymour and Cinema president Robert K. Shapiro was also announced. . . . The Astor opening of Paramount's "Beau James" on June 26 will be in the nature of a benefit for Mayor Robert F. Wagner's Committee on Scholastic Achievement. . . . Joseph J. Laub, previously an RKO counsel, is now with Walt Disney Productions.

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## Philadelphia

Birk Binnard, Stanley Warner zone ad-publicity head, arranged a promotion with Philadelphia Gas Company on MGM's "This Could Be The Night," which has a scene worked around a cooking contest. The gas company ran and paid for a 300-line ad in the morning Inquirer and Evening Bulletin; provided a free range for a giveaway; and gave large window displays in seven metropolitan locations. The SW Stanley had a lobby display furnished by the gas company. Total SW outlay was 25 pairs of passes. . . . The Milgram Booking Service is now handling the Mahoning Drive-In, Lehigh, Pa. . . . Joseph Kirner, 54, projectionist, SW Orpheum, died while at work. . . . "The Restless Breed" was screened at Variety Club Tent 13 through the courtesy of 20th-Fox. . . . Tri-States Buying and Booking Service is now handling the New Parkway Drive-In, West Deptford, N. J., for Nicholas Zeo. . . . The Carman reopened for another try at burlesque and films.

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## Pittsburgh

Closing of theatres include Palace, Leechburg, Pa.; Strand, Apollo, Pa.; Star, Glassport, Pa.; Smith, Barnesboro, Pa. . . . Rivoli Theatres Company was awarded \$7,053.16, plus six per cent interest from November, 1952, in its suit against Raymond R. Allison, formerly of Altoona. George C. Wilson, III, is the president of the Rivoli Company. . . . Alfred Burtnett, owner, Moonlite Drive-In, Bedford, Pa., has opened a new drive-in on Route 219 near Meyersdale, Pa., called Pine Drive-In. . . . Regent, Reynoldsville, Pa., is now operating four nights weekly. . . . Joseph Markley will introduce a foreign film policy at the Victor when it reopens. Markley and his father recently took over management and ownership of the house. . . . Castelli Brothers plan to operate year 'round at the Super Castle Drive-In, near New Castle, Pa. . . . Art Levy, former branch manager, Columbia, has returned to the business at Detroit where he has opened the DCA office as exchange manager.

## Portland

Matt Knighton, Lyric, Salt Lake City, has been appointed city manager, Salem, for Forman United Theatres, not Frank Pratt, former manager, Paramount, Portland. Announcement was in error, Al Forman reports. . . . Richard H. Lange, former RKO branch manager, is now with George Patten Investment Company, Portland securities firm in the American Bank building. . . . Actor Victor Jory was reported visiting the northwest. . . . Fess Parker arrived in Astoria harbor aboard a 42-foot sailing yacht. . . . Earl Keate, United Artists, was in town working on "Monkey On My Back." Allan Weider, MGM, was in on "The Little Hut." . . . Dean Matthews will direct a promotion of Fox's "The Wayward Bus." A bus used in the production of the picture arrived for the event.

## Tornadoes Take Toll Of Missouri Property

ST. LOUIS—The dozen or more tornadoes that swept through Missouri and Illinois during the past week, doing damage estimated between \$20,000,000 and \$25,000,000 and the floods along various smaller rivers feeding into the Mississippi and Missouri Rivers gave the film salesmen traveling out of the St. Louis film exchanges a hectic time from day to day.

The Kansas City territory, of course, was the hardest hit so far as property damage was concerned. Insurance adjusters have placed the total loss in the Kansas City metropolitan area at about \$20,000,000. Details of damage by windstorms and high water to theatres and drive-ins in that territory are not available here.

Fortunately, total damage to theatres in the St. Louis trade area has not been too high. The hardest hit was the Fred Wehrenberg Theatres' Ronnies Drive-In. A tornado that tore through that section of the county late on the afternoon of May 22 did more than \$5,000 damage to this drive-in.

## St. Louis

Frisina Amusement Company's Midway Drive-In, Lawrenceville, Ill., had its opening postponed until June 7 due to unfavorable weather conditions. . . . Mrs. Julia Skouras, wife of George Skouras, president, United Artists Theatre Circuit, was in for the \$100-a-plate dinner at the Chase Hotel and the boxing show at Kiel Auditorium for the benefit of Boys Town of Italy. Linda Darnell, Cleo Moore, Rocky Marciano, others, participated in the event. . . . Oliver J. Holzmeier, Nick Glelis, and Merrill Jenkis were arrested by the F.B.I. at East St. Louis, Ill., charged with transporting obscene films from St. Louis.

## San Antonio

Members of the clergy and others attended a special screening of the documentary film, "Albert Schweitzer," at the Arts. . . . San Antonio's Pedro Gonzales-Gonzales will return for a personal appearance at the Alameda on June 1 at a midnight show, with proceeds going to purchase a new organ for the San Fernando Cathedral here. . . . Gordon McLendon, head, McLendon Investment Corporation, owners of radio stations, and also, with his father, Barton McLendon, operators of Tri-States Theatre Circuit, was in the city conferring with officials of KTSA, the local radio station operated by the group.

## Seattle

Harry Plunkett, branch manager, National Theatre Supply, was in San Francisco and southern Oregon on a tour of theatres. . . . An abandoned White Center theatre building, owned by C. W. Olberg, was damaged by a fire believed started by children. . . . VOLLIE VOLCHOK and Jack J. Engerman, Northwest Releasing, have taken over the reins from Hugh N. Becket as promotor of shows in this area, it was learned with the announcement by Becket that he was ending his association with the theatre promotion business started by his father back in 1944.

This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures reviewed during the past year. Every second issue of the Check-Up also contains a similar reference index to all short subjects. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created by the editors of—

MOTION PICTURE EXHIBITOR  
246-48 N. Clarion St., Philadelphia 7, Pa.

## MOTION PICTURE

# EXHIBITOR

SERVISECTION

The Check-Up of all features reviewed for a 12-month period

### Allied Artists

**ATTACK OF THE CRAB MONSTERS**—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.  
**BLONDE SINNER**—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).  
**CALLING HOMICIDE**—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—9-19-56—4225.  
**CANYON RIVER**—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.  
**CHAIN OF EVIDENCE**—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—2-20-57—4289.  
**CRUEL TOWER, THE**—MD—John Ericson, Mari Blanchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).  
**FIGHTING TROUBLE**—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).  
**FIRST TEXAN, THE**—MD—Joel McCrea, Felicia Farr, Jeff Morrow—Well made historical meller—82m.—6-27-56—4181—TC—CS.  
**FOOTSTEPS IN THE NIGHT**—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.  
**FRIENDLY PERSUASION**—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—10-3-56—4229—DC—CS.  
**HIGH TERRACE**—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.  
**HOLD BACK THE NIGHT**—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—9-5-56—4213.  
**HOLD THAT HYPNOTIST**—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys' series entry—61m.—3-20-57—4301.  
**HOT SHOTS**—C—Huntz Hall, Stanley Clements, Joi Lansing—Series average—61m.—2-20-57—4289.  
**LAST OF THE BADMEN**—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.  
**MAGNIFICENT ROUGHNECKS**—MD—Jack Carson, Mickey Rooney, Nancy Gates—Standard lower half entry—75m.—6-13-56—4173.  
**NAKED HILLS, THE**—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—10-3-56—4229—PatheColor.  
**NAVY WIFE**—C—John Bennett, Gary Merrill, Shirley Yamaguchi—Comedy has angles—83m.—6-27-56—4181.  
**NO PLACE TO HIDE**—D—David Brian, Marsha Hunt, Hugh Corcoran—For the lower half—71m.—7-25-56—4189—DC.  
**NOT OF THIS EARTH**—MD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.  
**ROSE BOWL STORY, THE**—C—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—12-12-56—4261—Color—RE.  
**SCREAMING EAGLES**—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—9-5-56—4213.  
**STRANGE INTRUDER**—MD—Edmund Purdon, Ida Lupino, Ann Harding—Good adult post-war meller—82m.—11-28-56—4257.  
**SUDDEN DANGER**—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting program mer—65m.—1-11-57—4085.  
**THREE FOR JAMIE DAWN**—MD—Richard Carlson, Laraine Day, Ricardo Montalban—Names may help programmer—84m.—6-27-56—4181.  
**THUNDERSTORM**—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—9-5-56—4213—(B)—(Made in Spain).  
**YAQUI DRUMS**—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—9-19-56—4225.  
**YOUNG GUNS, THE**—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

### American International

**FLESH AND THE SPUR**—W—John Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor.  
**GIRLS IN PRISON**—MD—Richard Denning, Joan Taylor—For the lower half—87m.—8-8-56—4201.  
**GUNSLINGER**—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—8-8-56—4201—PatheColor—(B).  
**HOT-ROD GIRL**—MD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles for same spots—75m.—8-8-56—4201.  
**IT CONQUERED THE WORLD**—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.

### KEY

Letters in parentheses ( ) indicate Catholic Legion of Decency ratings where the picture is classified either objectionable in part for all (B) or condemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture:  
C—Comedy  
CAR—Cartoon  
COMP—Compilation  
D—Drama  
DOC—Documentary  
MD—Melodrama  
MU—Musical  
TRAV—Travelogue  
W—Western

Other abbreviations indicate projection and color processes:  
CS—CinemaScope  
DC—DeLuxe Color  
EC—Eastman Color  
MC—MetroColor  
NA—Naturama  
RS—Regalscope  
RE—Signifies Reissue  
SS—SuperScope  
TC—Technicolor  
TE—Technirama  
TR—Trucolor  
VV—VistaVision  
WC—WarnerColor

**NAKED PARADISE**—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color.  
**RUNAWAY DAUGHTERS**—D—Maria English, John Litel, Anna Sten—For the lower half—88m.—11-14-56—4249—(B).  
**SHAKE, RATTLE AND ROCK**—MU—Fats Domino, Lisa Gaye, Touch Connors—Exploitable programmer—77m.—11-14-56—4249.  
**SHE CREATURE, THE**—MD—Chester Morris, Maria English, Tom Conway—Lower half filler—77m.—10-31-56—4245.  
**UNDEAD, THE**—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—4-3-57—4305.  
**VOODOO WOMAN**—MD—Maria English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—4-3-57—4305.

### Associated

**FRONTIER GAMBLER**—W—John Bromfield, Caleen Gray, Kent Taylor—Fair lower half filler—70m.—9-5-56—4214.  
**MAN BEAST**—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.  
**NAKED GUN**—W—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—4-3-57—4305.  
**THREE OUTLAWS, THE**—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—8-22-56—4205—SS235.  
**WILD DAKOTAS, THE**—W—Bill Williams, Coleen Gray—Average western—73m.—7-25-56—4189.

### Astor

**MEN OF SHERWOOD FOREST**—MD—Dan Taylor, Reginald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—9-5-56—4214—EC—English.

### Buena Vista

**CINDERELLA**—CAR—Reissue is tapnotch Disney—74m.—1-9-57—4273—TC—RE.  
**DAVY CROCKETT AND THE RIVER PIRATES**—MD—Fess Parker, Buddy Ebsen, Jeff York—Okay adventure film will need plenty of push—81m.—7-25-56—4189—TC.  
**IF ALL THE GUYS IN THE WORLD . . .**—D—Andre Valmy, Jean Gaven, Marc Cassot—Exciting impart—95m.—5-1-57—4317—Titles—French.  
**JOHNNY TREMAIN**—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—5-15-57—4325—TC.  
**SECRETS OF LIFE**—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.  
**WESTWARD HO, THE WAGONS**—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially for younger set—90m.—12-26-56—4265—TC—CS.  
**YANG KWEI FEI**—D—Japanese cast—For the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

### Columbia

**ABANDON SHIP**—D—Tyronne Power, Mai Zetterling, Lloyd Nolan—Highly interesting drama—100m.—4-3-57—5306—English.  
**BEYOND MOMBASA**—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-29-57—4333—TC.  
**BURGLAR, THE**—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help aver-ivalued program meller—90m.—5-1-57—4317.  
**CHA-CHA-CHA BOOM**—MU—Perez Prado and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—10-3-56—4229—(B).  
**DON'T KNOCK THE ROCK**—MU—Bill Haley and Comets, Alan Dale, Patricia Hardy—Far the rock 'n' roll addicts or as filler for the lower half—80m.—12-26-56—4265.  
**EARTH VS. THE FLYING SAUCERS**—MD—Hugh Marlowe, Jean Taylor, Donald Curtis—Good programmer—83m.—9-5-56—4173.  
**EDDY DUCHIN STORY, THE**—MU—Tyronne Power, Kim Novak, James Whitmore—High rating entry—123m.—9-5-56—4173—TC—CS.  
**FIRE DOWN BELOW**—D—Rita Hayworth, Robert Mitchum, Jack Lemmon—Colorful, slightly off-beat drama benefits from top name values—116m.—5-29-57—433—TC—CS—(B).  
**FULL OF LIFE**—C—Judy Holliday, Richard Conte, Salvatore Baccaloni—Highly enjoyable entertainment—91m.—12-26-56—4265.  
**GAMMA PEOPLE, THE**—MD—Paul Douglas, Eva Bartok, Leslie Phillips—Mild import far lower half—79m.—9-19-56—4225—English.  
**GARMENT JUNGLE**—MD—Lee J. Cobb, Kerwin Mathews, Gia Scala—Tough pro-union story of garment industry is hard hitting melodrama; but will need plenty of push—88m.—5-1-57—4317.  
**GUNS FOR FORT PETTICOAT, THE**—W—Audie Murphy, Kathryn Grant, Hope Emerson—Good action programmer—82m.—3-20-57—4301—TC.  
**HE LAUGHED LAST**—C—Frankie Lane, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—10-3-56—4230—TC—(B).  
**HEART OF SHOW BUSINESS, THE**—DOC—Produced and directed by Ralph Staub—Excellent story of Variety Clubs International—40m.—5-29-57—4333—TC.  
**HELLCATS OF THE NAVY**—D—Ronald Reagan, Nancy Davis, Arthur Franz—Okay programmer of submarine warfare—82m.—5-1-57—4317.  
**LAST MAN TO HANG, THE**—D—Tom Conway, Elizabeth Sellars, Freda Jackson—Far the lower half—75m.—11-14-56—4250—English.  
**MAGNIFICENT SEVEN, THE**—MD—Japanese cast—Very good entry for art and specialty spots—158m.—1-23-57—4277—Japanese-made—English titles—(B).  
**MAN WHO TURNED TO STONE, THE**—MD—Victor Jory, Ann Doran, Charlotte Austin—Average horror entry for the duallers—71m.—2-20-57—4290—(B).  
**MIAMI EXPOSE**—MD—Lee J. Cobb, Patricia Medina, Edward Arnold—Average crime meller for the duallers—73m.—9-5-56—4197.  
**NIGHTFALL**—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome addition to the program—78m.—12-12-56—4261.  
**1984**—MD—Edmond O'Brien, Michael Redgrave, Jan Sterling—Off-beat entry can go in art and specialty spots and many conventional situations—91m.—9-5-56—4189—English.  
**ODONGO**—MD—Rhonda Fleming, MacDonald Carey, Juma—Pleasing programmer—85m.—10-3-56—4230—TC—CS.  
**PAPA, MAMA, THE MAID, AND I**—C—Robert Lamoureux, Gaby Morlay—One of the better French farces should do okay in the art houses—94m.—10-31-56—French-made—English titles and Narration.  
**PHANTOM STAGECOACH, THE**—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—4-13-57—4306.









A.A.	COLUMBIA	M.G.M.	PARAMOUNT	RANK	REPUBLIC	20th-FOX	UNIVERSAL	WARNERS	MISC.
<b>Hold That Hypnotist</b> Bowery Boys	<b>The Man Who Turned To Stone</b> Victory Jory, Ann Doran	<b>Invitation To The Dance</b> (TC) Gene Kelly	<b>Hollywood Or Bust</b> (VV-TC) Dean Martin, Jerry Lewis	<b>Reach For The Sky</b> Kenneth More	<b>Tears For Simon</b> (Tricolor) David Farrar, Julie Arnall (English-made)	<b>Break In The Circle</b> Forrest Tucker, Eva Bartok	<b>The Night Runner</b> Ray Danton, Colleen Miller	<b>Paris Does Strange Things</b> (TC) Ingrid Bergman, Mel Ferrer (Made in France)	<b>Runway Daughters</b> (American-Int.) Marla English, John Lifestel
<b>Footsteps In The Night</b> Bill Elliott	<b>Zombies Of Mora-Tou</b> Allison Hayes, Majorie Eaton	<b>Lizzie</b> Eleanor Parker, Richard Boone, Joan Blondell	<b>The Rainmaker</b> (VV-TC) Burt Lancaster, Katharine Hepburn	<b>Checkpoint</b> (EC) Anthony Steel	<b>Above Us The Waves</b> (English-made) John Mills	<b>Boy On A Dolphin</b> (CS-DC) Alan Ladd, Sophia Loren, Cliffon Webb	<b>Gun For A Coward</b> (CS-EC) Fred MacMurray, Janice Rule, Jeffrey Hunter	<b>Rebel Without A Cause</b> (RE) James Dean	<b>Shake, Rattle and Rock</b> (American-Int.) Fats Domino, Lisa Gave
<b>The Badge Of Marshal Brennan</b> Jim Davis, Arleen Whelan	<b>Designing Woman</b> (CS-Color) Gregory Peck, Lauren Bacall	<b>The Green Man</b> (DCA) Richard Todd	<b>Fear Strikes Out</b> (VV) Anthony Perkins, Norma Moore	<b>Battle Hell</b> (DCA) Richard Todd	<b>The Congress Dances</b> (Tricolor-CS) (German-made)	<b>China Gate</b> (CS) Gene Barry, Angie Dickson, Nat 'King' Cole	<b>Mister Cory</b> (CS-EC) Tony Curtis, Martha Hyer, Charles Bickford	<b>East of Eden</b> (RE) James Dean	<b>Cinderella</b> (RE) (TC)
<b>Dragon Wells Massacre</b> (CS-Color) Barry Sullivan, Mona Freeman, Dennis O'Keefe, Katy Jurado	<b>The Vintage</b> (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer	<b>The Green Man</b> (DCA) Richard Todd	<b>Funny Face</b> (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	<b>The Miller's Beautiful Wife</b> (Subtitled) (TC) Vittorio De Sica, Sophia Loren	<b>Accused Of Murder</b> (Tricolor-Naturama) David Brian, Vera Ralston	<b>Kronos</b> (Regalscope) Jeff Morrow, Barbara Lawrence	<b>Kelly And Me</b> (CS-TC) Van Johnson, Piper Laurie, Martha Hyer	<b>The Spirit-Of St. Louis</b> (CS-WC) James Stewart	<b>Flesh and The Spur</b> (Eastman Color) John Alagar, Marla English (American-Int.)
<b>The Persuader</b> James Craig, Kristine Miller	<b>Gaslight</b> (RE)	<b>The Miller's Beautiful Wife</b> (Subtitled) (TC) Vittorio De Sica, Sophia Loren	<b>The Buster Keaton Story</b> (VV) Rhonda Fleming, Donald O'Connor, Ann Blyth	<b>Duel At Apache Wells</b> (Naturama) Anna Marie Albergheiti, Ben Cooper, Jim Davis	<b>She Devil</b> (Regalscope) Mari Blanchard, Albert Dekker	<b>The Ride Back</b> Cameron Mitchell, Dianne Foster (Small)	<b>The Incredible Shrinking Man</b> Grant Williams, Randy Stuart	<b>The Counterfeit Plan</b> Zachary Scott, Peggie Castle (English-made)	<b>Naked Paradise</b> (Pathe Color) Richard Denning, Beverly Garland (American-Int.)
<b>Destination 60,000</b> Preston Foster, Jeff Donnell	<b>The Postman Always Rings Twice</b> (RE)	<b>The Miller's Beautiful Wife</b> (Subtitled) (TC) Vittorio De Sica, Sophia Loren	<b>Gunfight At The O.K. Corral</b> (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming	<b>Affair In Reno</b> (Naturama) John Lund, John Singleton, John Archer	<b>Bad Lands Of Montana</b> Rex Reason, Margia Dean (Regalscope)	<b>Bailout At 43,000</b> John Payne, Karen Steele (Pine-Thomas)	<b>The Tattered Dress</b> (CS) Jeff Chandler, Jeanne Crain, Jack Carson	<b>Untamed Youth</b> Mamie Van Doren, Lori Nelson, John Russell	<b>The Undeod</b> Richard Garland, Pamela Duncan (American-Int.)
<b>The Oklahoman</b> (CS-Color) Joel McCrea, Barbara Hale	<b>Torzon And The Lost Safari</b> Gordon Scott, Betta St. John	<b>The Miller's Beautiful Wife</b> (Subtitled) (TC) Vittorio De Sica, Sophia Loren	<b>The Lonely Man</b> (VV) Jack Palance, Anthony Perkins, Elaine Aiken	<b>Hell's Crossroads</b> (Naturama) Stephen McNally, Peggie Castle, Barlon MacLane	<b>The Way To The Gold</b> (CS) Jeffrey Hunter, Sheree North, Barry Sullivan	<b>Gun Duel In Durango</b> George Montgomery, Ann Robinson (Peerless)	<b>Public Pigeon No. 1</b> (TC) Red Skelton, Vivian Blaine, Janet Blair (RKO)	<b>Shoot 'Out At Medicine Bend</b> Randolph Scott, James Craig, Angie Dickinson	<b>Voodoo Woman</b> Marla English, Tom Conway, Touch Connors (American-Int.)
<b>Storm Out Of The West</b> Dale Robertson, Lois Maxwell, Derek Bond	<b>This Could Be The Night</b> (CS) Jean Simmons, Paul Douglas, Joan Blondell	<b>The Miller's Beautiful Wife</b> (Subtitled) (TC) Vittorio De Sica, Sophia Loren							

Let's Be Happy	Spook Chasers	Hot Rod Rumble	Aqua Dive Girl	Love In The Afternoon	The Disembodied	Daughter Of Dr. Jekyll	Dino	Sierra Stronger	The Gormet Jungle	The Burglar	Beyond Mombasa	Clypso Heat Wave	The Night The World Exploded	The Giant Claw	The Heart Of Snow Business	The Little Hut	Omor Khayyam	Spillers Of The Forest	The Restless Breed	Saint Joan	Sweet Smell Of Success	Man Afraid	The Girl In The Kremlin	The Deadly Mantis	Man Afraid	The Kettles On Old MacDonald's Farm	The Young Stranger	Tammy And The Bachelor	The Vampire	
Robert Duff, Tony Martin, Vera-Ellen	Lee J. Cobb, Kerwin Mathews, Gita Scala	Leigh Snowden, Wright King	Mara Corday, Pat Conway	Gary Cooper, Audrey Hepburn, Maurice Chevalier	Paul Burke, Allison Hayes	John Agar, Gloria Talbott	Sol Mineo, Susan Kohner, Brien Keith	Robert Duff, Gloria McGhee	Lee J. Cobb, Kerwin Mathews, Gita Scala	Dan Duryea, Jayne Mansfield	Cornel Wilde, Donna Reed	Johnny Desmond, Merry Anders	Kathryn Grant, William Leslie	Jeff Morrow, Mara Corday	Show Business (Ralph Staub)	Ava Gardner, Stewart Granger, David Niven (Made in England)	Cornel Wilde, Debra Paget	(Naturama-Tricolor) Rod Cameron, Vera Ralston	Scott Brady, Ann Bancroft (Color)	Richard Widmark, Jean Seberg (Preminger)	Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	George Nader, Phyllis Thaxter, Tim Hovey	Lex Barker, Zsa Zsa Gabor	Craig Stevens	George Nader, Phyllis Thaxter, Tim Hovey	Joel McCrea, Barbara Stanwyck (Fielding)	Fory Calhoun, Mary Costa (Pine-Thomas)	Peter Graves, Lita Milan (Fessler-Rippes)	Tim Holt, Audrey Dalton (Gardner-Levy)	John Beal, Coleen Gray (Gardner-Levy)
Lee J. Cobb, Kerwin Mathews, Gita Scala	Dan Duryea, Jayne Mansfield	Leigh Snowden, Wright King	Mara Corday, Pat Conway	Gary Cooper, Audrey Hepburn, Maurice Chevalier	Paul Burke, Allison Hayes	John Agar, Gloria Talbott	Sol Mineo, Susan Kohner, Brien Keith	Robert Duff, Gloria McGhee	Lee J. Cobb, Kerwin Mathews, Gita Scala	Dan Duryea, Jayne Mansfield	Cornel Wilde, Donna Reed	Johnny Desmond, Merry Anders	Kathryn Grant, William Leslie	Jeff Morrow, Mara Corday	Show Business (Ralph Staub)	Ava Gardner, Stewart Granger, David Niven (Made in England)	Cornel Wilde, Debra Paget	(Naturama-Tricolor) Rod Cameron, Vera Ralston	Scott Brady, Ann Bancroft (Color)	Richard Widmark, Jean Seberg (Preminger)	Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	George Nader, Phyllis Thaxter, Tim Hovey	Lex Barker, Zsa Zsa Gabor	Craig Stevens	George Nader, Phyllis Thaxter, Tim Hovey	Joel McCrea, Barbara Stanwyck (Fielding)	Fory Calhoun, Mary Costa (Pine-Thomas)	Peter Graves, Lita Milan (Fessler-Rippes)	Tim Holt, Audrey Dalton (Gardner-Levy)	John Beal, Coleen Gray (Gardner-Levy)
Lee J. Cobb, Kerwin Mathews, Gita Scala	Dan Duryea, Jayne Mansfield	Leigh Snowden, Wright King	Mara Corday, Pat Conway	Gary Cooper, Audrey Hepburn, Maurice Chevalier	Paul Burke, Allison Hayes	John Agar, Gloria Talbott	Sol Mineo, Susan Kohner, Brien Keith	Robert Duff, Gloria McGhee	Lee J. Cobb, Kerwin Mathews, Gita Scala	Dan Duryea, Jayne Mansfield	Cornel Wilde, Donna Reed	Johnny Desmond, Merry Anders	Kathryn Grant, William Leslie	Jeff Morrow, Mara Corday	Show Business (Ralph Staub)	Ava Gardner, Stewart Granger, David Niven (Made in England)	Cornel Wilde, Debra Paget	(Naturama-Tricolor) Rod Cameron, Vera Ralston	Scott Brady, Ann Bancroft (Color)	Richard Widmark, Jean Seberg (Preminger)	Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	George Nader, Phyllis Thaxter, Tim Hovey	Lex Barker, Zsa Zsa Gabor	Craig Stevens	George Nader, Phyllis Thaxter, Tim Hovey	Joel McCrea, Barbara Stanwyck (Fielding)	Fory Calhoun, Mary Costa (Pine-Thomas)	Peter Graves, Lita Milan (Fessler-Rippes)	Tim Holt, Audrey Dalton (Gardner-Levy)	John Beal, Coleen Gray (Gardner-Levy)
Lee J. Cobb, Kerwin Mathews, Gita Scala	Dan Duryea, Jayne Mansfield	Leigh Snowden, Wright King	Mara Corday, Pat Conway	Gary Cooper, Audrey Hepburn, Maurice Chevalier	Paul Burke, Allison Hayes	John Agar, Gloria Talbott	Sol Mineo, Susan Kohner, Brien Keith	Robert Duff, Gloria McGhee	Lee J. Cobb, Kerwin Mathews, Gita Scala	Dan Duryea, Jayne Mansfield	Cornel Wilde, Donna Reed	Johnny Desmond, Merry Anders	Kathryn Grant, William Leslie	Jeff Morrow, Mara Corday	Show Business (Ralph Staub)	Ava Gardner, Stewart Granger, David Niven (Made in England)	Cornel Wilde, Debra Paget	(Naturama-Tricolor) Rod Cameron, Vera Ralston	Scott Brady, Ann Bancroft (Color)	Richard Widmark, Jean Seberg (Preminger)	Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	George Nader, Phyllis Thaxter, Tim Hovey	Lex Barker, Zsa Zsa Gabor	Craig Stevens	George Nader, Phyllis Thaxter, Tim Hovey	Joel McCrea, Barbara Stanwyck (Fielding)	Fory Calhoun, Mary Costa (Pine-Thomas)	Peter Graves, Lita Milan (Fessler-Rippes)	Tim Holt, Audrey Dalton (Gardner-Levy)	John Beal, Coleen Gray (Gardner-Levy)

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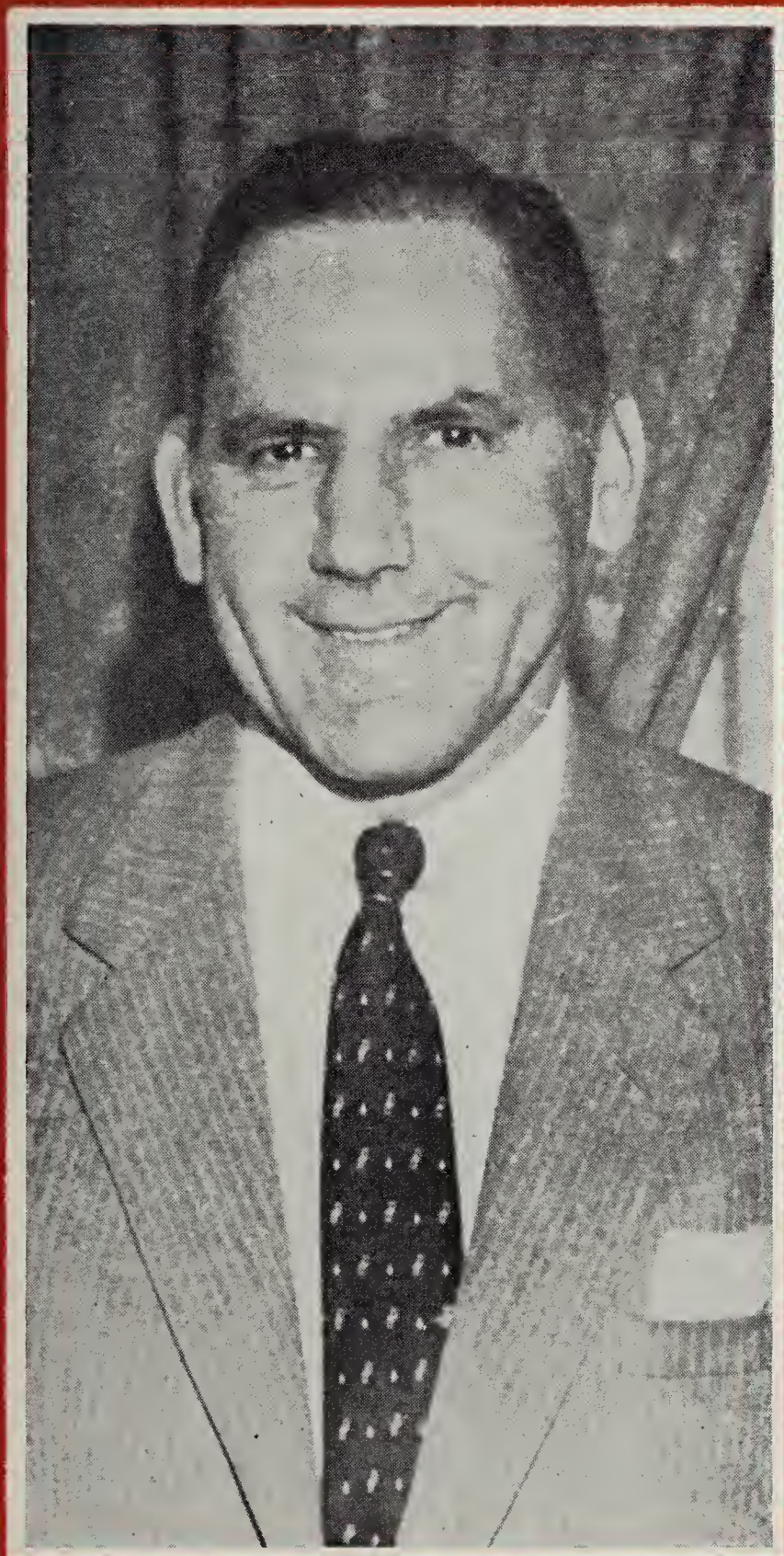
JUNE 12, 1957

VOLUME 58

NUMBER 7

IN TWO SECTIONS

• THIS IS SECTION ONE



## ***When Is A Key Run Not A Key Run?***

editorial

## **TOA Fights For Exhib Loans**

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## **IENE Urges Arbitration Plan**

(page 15)

**AND FEATURING: SHOWMANSHIP  
SWEEPSTAKES**

← Seymour Hoffman is president, Virginia Motion Picture Theatre Association, currently holding its annual convention for area exhibits at Old Point Comfort, Va.



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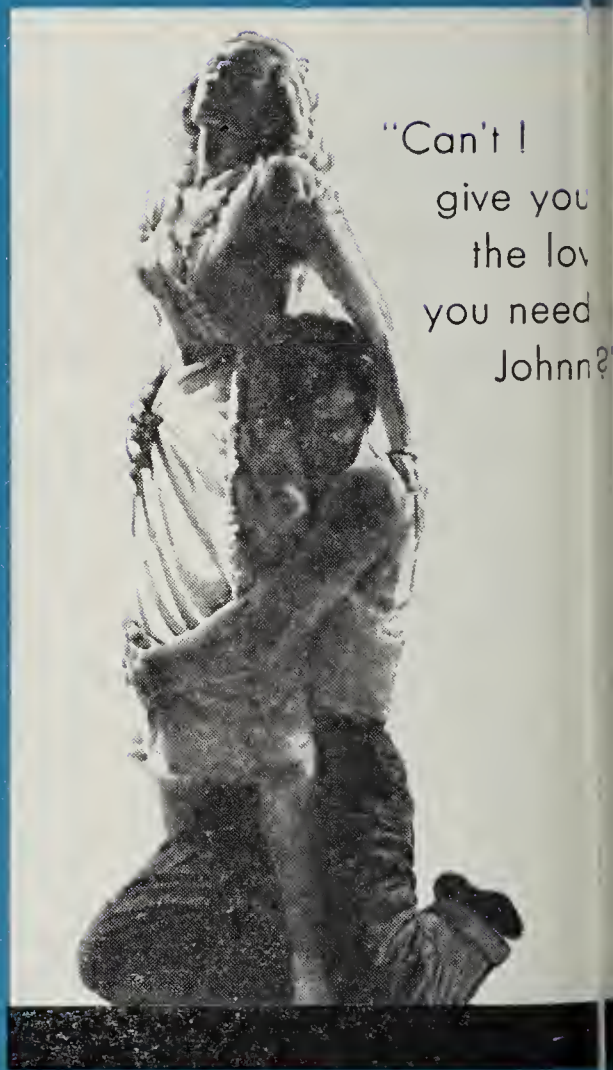
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# EXHIBITOR

**JUNE 12, 1957**  
VOLUME 58 NUMBER 7

## WHEN IS A KEY RUN NOT A KEY RUN?

SOME PRETTY INTERESTING HISTORY will be made, regardless of which way the Federal courts decide the current suit by the operators of 15 Philadelphia area theatres against Paramount's sales methods on "The Ten Commandments."

What must be decided is whether a "road show," or other special engagement policy, can be continued or forced past the high admissioned first run, and into a second, or possibly even third or fourth series of high admissioned neighborhood runs that ignore all established distribution policies, before any picture's normal release to all theatre customers. Paramount arbitrarily divided some 40-odd theatres into five lists; advised that after 30 weeks in a first-run they would only accept a total of five second-run theatre dates; invited the formerly non-competing and non-bidding theatres in each list to bid against each other; and specified various minimums ranging from \$7500 to \$3000 that would be considered from respective lists. The theatremen complain that this is carrying the "road show," or other special engagement policy, too far in an obvious effort to gouge the public through the perpetuation of a high admission scales; that the policy of large divisional lists would establish competition between theatres that are actually miles apart, and where even Paramount in the sale of all of its other pictures recognizes true competition does not exist; and that the whole idea is just a gimmick to maintain higher prices through the arbitrary imposition of unreasonable clearances and therefore of a planned scarcity.

Hearing on a temporary injunction, to prevent Paramount from selling "The Ten Commandments" in the affected area until the merits of their case can be heard and decided, is scheduled for June 11 (the day this issue is due to enter the mail) so a milestone may be passed, one way or another, before these views get wide readership.

Some interesting speculations are these:

1. If a film distributor can shatter all industry routines and policies, and can dictate such a planned five-list scarcity in one large city, on one large picture, why can't he reduce similar limitations to four lists, or three lists, or two lists, in any city or town, and on any picture with any stature at all? And if one company can, why can't every other of the 10 national distributors do likewise? And why couldn't a series of such restrictive lists result in slowing national distribution to the point where at least some of the public would be deprived of an opportunity to see a particular picture for a year or more after its big city first runs?

2. Can a film distributor legitimately institute competitive bidding for his pictures, from lists of theatres he has selected and classified himself, demanding minimum guarantees that he knows will eliminate many of these very theatres through sheer inability to do that kind of gross in their particular neighborhood or area? Can this competitive bidding tool, that was awarded to theatremen by the courts as a means of breaking up alleged monopoly and as a means of widening a market, be appropriated by distributors to tighten a market and to create a monopoly of the-big-theatres-in-big-areas capable of maximum grosses, regardless of their ownership?

3. Admitting that any motion picture is a privately owned property, and that its owner is entitled to ask any price he wants for it in any one locale, so long as he does not discriminate or favor one potential purchaser over another, does this also give the owner the right to tear up, discard or change at will, the entire distributional system of a national industry, that has been established and recognized even by him for a period of 40 or 50 years? In other words, are so-called "first-runs," "move-over-runs," "second-runs," "key-runs," etc., actual segments of our distributional system, or are they ephemeral lines to be observed by distributors on one picture and to be pushed aside on whim and ignored on another picture?

4. And there even seems to be the Federal Anti-Segregation law involved. The way we hear it, in separating Philadelphia into five divisions or lists of theatres, one list was restricted to the so-called "colored" theatres, and the minimum demand from this latter list was the lowest. No so-called "white" theatres were in this list. No so-called "colored" theatres were in any other list. And the so-called "colored" theatres in their particular list cover a substantial chunk of Philadelphia real estate, in some cases being closer to "white" theatres than to other "colored" theatres in the same list. In making up such a list, isn't Paramount recognizing segregation and actually practicing it?

In their bidding letter Paramount made a good case for their need to make special rules that would permit a profit on such an expensive picture. As the lines are drawn, it must be decided whether that need is sufficient to justify the rules selected. Is cost of production the controlling factor governing admission scales, film prices, and all industry routines and policies?

Exhibition, production, and distribution may find far-reaching influences in any decision that is made.

*Jay Emanuel*

# Allied Preparing "White Paper" On Its Differences With COMPO

COLUMBUS, O.—Robert A. Wile, executive secretary, ITO of Ohio, in a bulletin issued to the membership last fortnight stated that National Allied is preparing a "white paper" on the circumstances which caused its board in Detroit last month to back away from a return to the COMPO fold.

The "paper" will be issued "after the Triumvirate have had a reasonable time in which to react to Allied's willingness 'to continue negotiations with the COMPO representatives, if agreeable to the latter'; and it seems likely that our suggestions will be ignored."

The following reforms were proposed by the Allied group, "that COMPO's affairs be conducted under the immediate supervision of the president of the Triumvirate; that Robert W. Coyne exercise no authority outside that specifically delegated to him from time to time;

that the president of the Triumvirate watch carefully all expenditures and seek to institute economies; that there shall be no dues collections by film salesmen in any area unless agreeable to the exhibitor organization therein; that more frequent meetings of the executive committee be held with an agenda sent out in time to permit organization members to consider the same and advise their representatives in advance of the meetings; that the ultimate purpose, when finances warrant, is to retain a man of stature as executive vice-president as contemplated by the by-laws; that Allied would prefer that COMPO be headed by a president, if a competent industry figure willing to devote the necessary time can be found, otherwise continuation of the Triumvirate."

It is claimed that COMPO representatives agreed to these proposals.



## The NEW YORK Scene By Mel Konecoff

LAST WEEK saw the passing of William F. Rodgers, known for his fine qualities as executive, friend, and person. He will be missed, not only by us but by thousands everywhere, for he made his mark, one that will be remembered.

\* \* \*

Variety Note: Local Tent 35 met last week at Toots Shor's for the primary purpose of showing members the 40 minute subject, "The Heart Of Show Business," which deals with the heart projects of the various tents and which has almost every star in Hollywood participating. Variety will benefit from the proceeds, and Rube Jackter, Columbia assistant general sales manager, pledged to do the best job possible in distributing the subject. Exhibitor support was urged.

The death of Bill Rodgers was noted by close friend Harry Brandt, who related incidents demonstrating his capacities and who urged the industry to follow through on Bill's wish for an arbitration and conciliation setup as a memorial.

Chief barker Harold Klein presided, and aboard the dais was Ed Fabian, Bill German, Ed Lachman, Richard Brandt, Harry Brandt, Larry Morris, and Jack Hoffberg.

**MAKING PICTURES:** We met some nice people last week who also make pictures. They are Andrew and Virginia Stone, who have a deal to make three pictures for MGM over the next 18 months. The first will be "The Third Rail" (tentative title); and second will be "The Guided Missile Story"; and the third will be a suspense story, "Infamy at Sea."

The Stones like to concentrate on suspense stories which have acceptance with all types and ages, and they have had a lot of success with this type of subject matter, the last one being "Julie" with Doris Day, also for Metro.

They shoot all their pictures on location because the result is realistic, and they don't have to go to the trouble and expense of building expensive sets, etc. They edit, write, and plan their subjects at home and very rarely use the studio. Mrs. Stone, as a matter of fact, had trouble getting into the studio when she forgot her pass because the guard sees her so seldom.

The Stones were in town to scout locations for "The Third Rail" and will return in July to start actual filming. Nice people.

**THE METROPOLITAN SCENE:** Bob Taplinger, Warners ad-pub vee pee, was helping his parents celebrate their golden wedding anniversary via a special party. . . . UA has acquired to date TV rights to 250 of its releases. . . . A special motion picture edition of Fox's "Hatful Of Rain" is hitting the book stores across the country in time to tie in with openings of the film. . . . George Jessel was on hand when the "Beau James Room" was dedicated at Leone's restaurant last week, following which press guests and the late Mayor James J. Walker's relatives adjourned to the Victoria on Broadway for a sneak preview of the film based on Walker's life. . . . A paperback edition of the Terence Rattigan script for "The Prince And The Showgirl" carrying illustrations from the Warner film is in book shops. . . . Incidentally, to promote the film a party was held for princes and showgirls at the Place Elegante. Prince Schmu-hersel of Dorton-on-the-Shinnecock and showgirl Zelda Hammantosh were real gone.

## BROADWAY GROSSES

(As of this Monday)

### "Face" Draws "Crowd"

NEW YORK—Below average business was reported by all the Broadway first-runs last weekend with the exception of the Globe.

"The D.I." (Warners). Paramount (\$47,654)\*—Opening session heading toward \$39,000.

"Desk Set" (20th-Fox). Roxy (\$81,388)—Thursday through Sunday hit \$29,336, with the last six days of the fourth week sure to tally \$37,000. Stage show.

"Designing Woman" (MGM). Radio City Music Hall (\$146,192)—Thursday through Sunday accounted for \$92,000; fourth, and last, week bound to reach \$110,000. Stage show.

"Gunfight At O.K. Corral" (Paramount). Capitol (\$39,813)—Second week anticipated at \$35,000.

"Face In The Crowd" (Warners). Globe (\$11,854)—Second week great at \$32,000.

"Joe Butterfly" (U-I). Mayfair (\$15,087)—Second and last week down to \$9,000.

"Something Of Value" (MGM). Astor (\$24,578)—Fifth week heading toward \$19,000.

"The Wayward Bus" (20th-Fox). Victoria (\$21,930)—Opening session hit \$18,000.

"Monkey On My Back" (UA). Loew's State (\$18,644)—Second week estimated at \$14,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

### Baseball Eyes Toll-TV

NEW YORK—It was learned last fortnight that one motivating factor in the move of the Dodgers and Giants baseball teams to the west coast was the possible availability of closed circuit toll-TV, with Matty Fox's Skiatron TV Corporation said to have the inside track. Two millions a year for a 10-year period was the figure mentioned in connection with the toll-televising of the Dodgers games on the west coast. In New York, they are said to get \$750,000 a year for televising of games, while the Giants get \$600,000.

To launch toll-TV of the wired variety successfully, Fox's company would have to have multi-million dollar backing to meet wire costs and permit mass production of Skiatron decoders. He would also have to obtain the necessary franchises throughout the territories served.

## I N D E X

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# TOA Fights To Ease Federal Loan Policy

## Harling Stresses Danger To Theatre Industry If Mortgage Loans Are Not Made Available To Exhibs

WASHINGTON—Philip F. Harling, chairman, TOA's small business committee, planned last fortnight to try and improve the hope of exhibitors getting government loans from the Subcommittee on Small Business of the Committee on Banking and Currency of the Senate as it opened hearings on two bills to aid the cause of the "little fellow" in business.

The TOA favors adoption of Bill 720 which proposes to make credit more readily available for financing small business by insuring loans made to small enterprises, with the following changes: That the amount of a loan be increased from \$250,000 to \$1,000,000 and that "the maturity of said loan be extended from five years and 31 days to 20 years"; that there be established a "Policy Board to be comprised of the administrator of SBA and two businessmen, who should be authorized and empowered to pass upon real estate loan applications from all small businesses, including motion picture theatres"; that the SBA delete from its rules that a borrower submit written evidence from a bank or other private institutions of inability to obtain private financing as a condition precedent to filing an application for a mortgage loan; that a qualified borrower shall be deemed to be a person, firm or corporation having been actually engaged in the operation of a four-wall motion picture theatre continuously at least one year prior to the filing of an application for a mortgage loan, whether such applicant be an owner, lessee or sub-lessee, or sub-tenant of such theatre property; that where a motion picture exhibitor does not possess the right to mortgage a theatre, because such power or right belongs to an owner of a theatre building who is not an operator, such owner shall have the right to make such mortgage application, provided the theatre has been in continuous operation for at least a period of one year prior to the filing of such application; that small business, within the meaning of the SBA, would be deemed to be a unit doing a gross business not in excess of one million dollars per year, irrespective of affiliation or connection with any company or enterprise, provided it can be identified as an independent operating business.

The TOA finds objectionable Title I of Bill 1762 because it "does not provide for loans to be guaranteed by approved leaders" and because "the requirement of a fund of \$700,000,000 is unnecessary when a fund of \$10,000,000, to be used for the insuring of mortgage loans, is adequate to carry out the spirit and intent of the Small Business Administration Act."

The TOA asks that Title II of 1762 be adopted with these changes: "That the aggregate amount loaned be increased from \$250,000,000 to \$1,000,000,000 and that "the President be empowered to increase

## WILLIAM F. RODGERS

Many a heart was filled with sadness when the news spread that Bill Rodgers had died. And imposing as was the list of honorary pallbearers at the Requiem Mass at the Saints John and Paul Catholic Church, Larchmont, N. Y., on June 6, there were infinitely more "little people" in the business who said a silent prayer. For Bill Rodgers was not only a courageous executive who brought many brainy and constructive policies into film distribution during his many years with MGM—he was also a kindly and considerate gentleman. Bill Rodgers had a knack for making friends. Salesmen, bookers, typists, theatre managers, small theatre owners, and even waiters in restaurants found Bill Rodgers pleasant, considerate, and interested in people. So people were genuinely fond of him!

Yes, Bill Rodgers is gone. And we all have lost both a friend and real leader.

I know, for I worked for him!

—JAY EMANUEL

this limit up to \$1,250,000,000"; that the amount of a loan not exceed \$1,000,000 and that "the maturity of same should not exceed 20 years"; that the operation of Title II be vested in and be administered by "the Administrator of the SBA and two businessmen who would be designated as the Policy Board" and that "wherever in Title II reference is made to the Administrator, it would include the Policy Board."

The TOA committee points out that their intent is "to broaden the scope of the SBA so that under a revised permanent Policy Board it can okay and guarantee real estate mortgage loans to the theatre industry and other industries similarly situated upon such terms and conditions as are legal and customary for mortgage loans of this type to be made."

The committee concluded that exhibitors are held to be "no better off now than they were before they became 'eligible' to apply for loans under the SBA. One of the most important needs of the theatre today is to obtain public or private mortgage financing and refinancing. All the leading institutions have, for the past six years, closed their doors to theatre owners. Today mortgage financing is absolutely essential to motion picture exhibitors if they are to survive and remain an integral, necessary and important part of every community in the United States, contributing to the national economy, growth and general welfare."

In urging the passage of the legislation favored by it, the TOA warns that "unless help is forthcoming" the motion picture industry "will be in serious jeopardy."

## House Accepts Some TOA Suggestions, Rejects Others

The House Banking Committee later rejected a proposal to lift the ceiling on individual SBA loans.

## Wm. F. Rodgers Dies, Was MGM Executive

NEW YORK—A mass service was held last week for William F. Rodgers, 69, who died in his sleep at his Hollywood, Fla., home. Monsignor Flynn conducted the mass at the Saints John and Paul Church, Larchmont, N. Y. Interment was at Gate of Heaven Cemetery at Valhalla, N. Y.

The family requested omission of flowers and instead suggested contributions to the Will Rogers Memorial Hospital at Saranac N. Y., which Rodgers was deeply interested in. Mrs. Rodgers and her son, William, Jr., accompanied the body north.

Rodgers was vice-president and special sales advisor and consultant for MGM until 1954.

In 1910, he embarked on his first film job, as clerk with the General Film Company, New York. Subsequently he was made booker and then shifted to Philadelphia and a number of other branches. Sometime later, he was made traveling auditor, then promoted to assistant to the vice-president, and soon after appointed Albany branch manager.

Rodgers returned to New York as assistant to the vice-president of Mutual Film Company, a post he held a few years before joining Triangle Films as assistant to the vice-president. While at Triangle, he later assumed the post of branch manager at Pittsburgh, a job he held about a year before resigning to become sales manager for General Films. He held this job for several years and then left in 1917 to become assistant to the vice-president of Goldwyn Film Company.

Two years later he rejoined General Film Company as sales manager for a short period. In 1920, he became short subject sales manager for Famous Players-Lasky in New York. That same year he resigned to return to the Goldwyn Company as assistant to the vice-president. He continued in this executive post until the merger of the Goldwyn Company with Metro Pictures, and then was named assistant to the eastern sales manager. In 1925, he was promoted to eastern sales manager of the combined companies and continued as such until 1936, when he was promoted to general sales manager for MGM. He was married and had two sons, a daughter, and a grandson.

Tributes to Rodgers flooded in from a host of industry executives after the announcement of his death.

The committee, however, did tentatively vote to make SBA a permanent agency, as advocated by TOA, and rejected a move by Senator Patman, D., Texas, to extend it only two years past its present July 31 expiration date. The committee also tentatively agreed to abolish the SBA loan policy board and instead set up an advisory group with small business representation. This is also in line with TOA suggestions.

# UA Stockholders Hear Benjamin, Krim Report Rise In Net Earnings



The first public stockholders meeting in United Artists history was held recently in the Rivoli, New York. Seen on the dais, standing, is Robert S. Benjamin, board chairman; and, from the left, John Peoples, of the accounting firm of Peat, Marwick and Mitchell; Leon Goldberg, UA vice-president and treasurer; Max E. Youngstein, vice-president; Seymour M. Peyser, vice-president and general counsel; Arthur B. Krim, president; Seward I. Benjamin, secretary; Robert C. Porter, board member; William J. Heineman, vice-president in charge of distribution; and Joseph Ende, controller.

NEW YORK—United Artists Corporation's net earnings for the first quarter of 1957 show a 19.2 per cent increase over the comparable period of 1956, Robert S. Benjamin, chairman of the board, reported last week to the first public annual stockholders meeting in the company's history.

UA's gross world-wide film income for the first quarter of 1957 totalled \$14,389,000, an increase of 14.6 per cent over the \$12,553,000 grossed in the like period last year, Benjamin told the meeting at the Rivoli Theatre.

The first quarter net, after provisions for taxes and year-end adjustments, represents 57 cents per share on approximately one-million shares outstanding. The first quarter earnings during 1956, when the company was still privately owned, was 48 cents per share.

Arthur B. Krim, UA president, said indications are that gross for the remainder of the year ending Dec. 31 would exceed last year's gross revenue of \$64,771,784. Krim forecast the full year's net earnings would be higher than last year's \$3,106,000. The president pointed out that UA was now in position to finance a substantially greater quantity of quality product. He said he expected the gross

income from TV would more than double in the current fiscal year.

Krim voiced optimism over the growth potential of United Artists and disclosed that successful major pictures are bringing in record revenues.

"Successful pictures are constantly reaching new heights," he continued. "We believe that with sound, alert management, the growth potential is bigger today than it was in 1951 and is comparable to that of almost any other industry on the American scene. We hope to prove this."

Following the meeting it was announced that the United Artists board had been reelected. The members are Robert S. Benjamin, chairman; Arthur B. Krim, president; William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; Arnold M. Picker, vice-president in charge of foreign distribution; Seymour M. Peyser, vice-president and general counsel; Leon Goldberg, vice-president and treasurer; Seward I. Benjamin, secretary; Joseph Ende, controller and assistant treasurer; Robert W. Dowling, City Investing Company; and Robert C. Porter, F. Eberstadt and Company. All company officers also were reelected.

## "80 Days" Opens In 35mm.

ST. LOUIS—The Esquire here opened last fortnight with the first American showing of Mike Todd's "Around The World In 80 Days" in its 35mm. version.

William J. Heineman, United Artists vice-president, and distribution head, was in for the premiere, which followed in all other respects the established road show policy for the picture.

The film is also being shown in Paris in 35mm., but all other engagements are in the Todd-AO 70mm. process.

## COMPO To Meet June 19

NEW YORK—COMPO's executive committee will meet on June 19, it was announced last fortnight. The committee was to have met earlier this month.

## Copyright Suit Filed

NEW YORK—Attorney Walter J. White last week filed a complaint on behalf of Lou Shipman and Mrs. Eleanor Hymer in the Southern District Federal Court against Matty Fox and the C and C Corporation charging infringement of the copyright law and demanding an accounting of all profits of TV showings of a film released by RKO in 1938 called "Law Of The Underworld."

Not only will C and C be required to show its books if the court so orders, but individual TV stations will be asked to make their records available. Shipman and Hymer, heirs of the writers of the play on which the film was based, claim the film was shown and distributed without their permission and consent.

## Republic To Handle AB-PT Productions

NEW YORK—AB-PT Pictures Corporation has concluded a deal whereby all of its film productions will be distributed in the United States and its possessions and Canada by Republic, it was jointly announced last week by Sidney M. Markley, vice-president, American Broadcasting-Paramount Theatres, Inc., and Herbert J. Yates, president, Republic.

Under the deal, the Markley-Yates announcement pointed out, Republic will handle the physical distribution of AB-PT Pictures to the parent company's own theatre affiliates, and both selling and physical handling to all the other theatres.

"Beginning Of The End" and "The Uncanny," AB-PT's first two completed pictures, are booked into over 240 theatres starting on June 20 in the Chicago, Indiana, Illinois, Florida, Texas, and Louisiana territories. AB-PT Pictures Corporation has announced five additional productions on its schedule this calendar year. First of these, "Young Mother," goes before the camera June 10 with Joe Parker directing, Edmond Chevie producing. The other properties are "Eighteen And Anxious," "Ten Hours To Doom," "Jazz Street," and "Volcano Monsters."

## Columbia Aids Hospital

NEW YORK—The home office employees of Columbia Pictures and Screen Gems in New York have donated a "Heinicke Typhoon Washer" for use in the laboratory at the Will Rogers Memorial Hospital in memory of the late Jack Cohn, co-founder and long time executive vice-president of the company.

Presentation of this equipment which does the equivalent of eight hours hand work in 15 minutes, was made to Abe Montague, president of the Hospital and also vice-president of Columbia, by Miss Lillian Stark, Columbia print department, who served as chairman of the employees committee which collected funds.

Also present at the ceremony were Mrs. Jack Cohn, one of her sons, Ralph M. Cohn, vice-president and general manager of Screen Gems, and Abe Schneider, first vice-president and treasurer.

## Gov't Film Funds Okayed

WASHINGTON—Congress last fortnight okayed funds to keep the industry divisions of the Commerce Department's Business and Defense Services Administration, including the film division headed by Nathan D. Golden, going. It is understood it is a compromise bill, not as much as the Administration sought and not even as much as the program had this year.

## Charles Donohue Dies

PHILADELPHIA—Charles Donohue, 65, formerly a booker at the local RKO exchange for nearly 20 years, died last weekend at the Northern Division of Einstein Medical Center, after a short illness. He is survived by his wife and two daughters. His brother, Walter Donohue, formerly with Columbia exchange here, is now with Columbia in Washington.

## Vogel Heralds MGM's "Raintree County" Epic

NEW YORK—"Raintree County," the costliest production ever made in this country by MGM, and possessing five major selling points which "should catapult the family out of the living room into the theatre," will be launched with two-a-day, reserved-seat performances in major cities in the early fall, Joseph R. Vogel, president of Loew's, Inc., revealed last week.

Indicating the importance attached by the company to this first picture produced in the new Camera 65 was Vogel's personal announcement of the manner in which it will be released. It was made at a luncheon at the Plaza Hotel, at the first conference of trade press representatives called by him since he assumed the duties of the presidency of Loew's, Inc., seven months ago.

Also present were vice-president and general sales manager Charles M. Reagan; assistant general sales managers John P. Byrne and Robert Mochrie; Edward M. Saunders; Mike Simons, director of customer relations; Silas F. Seadler, advertising manager; and Dan S. Terrell, publicity manager.

The five elements of greatness in "Raintree County," according to Vogel, are the cast, the story, the background, MGM's new Camera 65, and the production values. Casting had to await the availability of exactly the right people, "but with Elizabeth Taylor, Montgomery Clift and Eva Marie Saint, we were finally able to cast the leading roles to our satisfaction," he said.

Camera 65 film is adaptable to any theatre, but "Raintree County" will be issued in either 65mm. to be shown with Phillips Projectors or in 35mm. CinemaScope, with a minimum of four track sound. It can play in theatres presently equipped with Todd-AO equipment. By the first of the year, Reagan hoped it would be playing in most exchange areas. Theatres will show it at advanced admission on a reserved seat two-per-day policy. The medium would be perfect for showing on the large screens of drive-ins, but the drive-in market will have to wait for some time before the film will be available to them. Qualified theatres will get a chance to bid on the film when made available. There will be no pressure to run the film any specific way, leaving it up to the individual exhibitor to decide the method of presentation.

## UA Sets "Pride" Policy

NEW YORK—United Artists will accept special engagements for Stanley Kramer's \$4,000,000 VistaVision production of "The Pride And The Passion," beginning on or about July 18, it is announced by William J. Heineman, UA vice-president in charge of distribution.

These bookings will be restricted to selected cities with a population of approximately 100,000 or more. They will follow the simultaneous world premieres of "The Pride And The Passion" at the Capitol, New York; the State Lake, Chicago; and the Fox Wilshire, Los Angeles, the first special extended-run engagements.

# Paramount Future Business Seen From Theatres, TV, And Toll-TV

## Morgan Heads New Par. Reissue Program

NEW YORK—Oscar A. Morgan, veteran Paramount sales executive, has been named by George Weltner, president, Paramount Film Distributing Corporation, to supervise the company's sales of important boxoffice re-releases.

In conjunction with the regular sales management, Morgan will supervise all phases of the new re-release program. He will also spend considerable time in the field conferring with Paramount branch executives and exhibitors.

Prior to taking over his new post, Morgan was in charge of group sales of Cecil B. DeMille's production of "The Ten Commandments." Previously he was short subjects sales manager.

## Ricketson Advocates End To Screen Ads

HOLLYWOOD—Advocating all out effort to reestablish the "importance" of the industry to the public, Frank H. Ricketson, Jr., vice-president National Theatres, last fortnight urged immediate elimination of all paid advertising from theatre screens and discontinuance of over-plugging concessions in theatres.

He suggested that public opinion be swayed in the industry's favor by institutionalized "glamorization"; several annual national events; more quality pictures regularly released; and the creation of "subconscious thought" that "motion pictures are good for you."

Ricketson said he thought "our methods of researching have been unsuccessful; and that many of the suggestions we have received have been cliché part-truths."

"Motion picture exhibition," he said, "should abandon superficial public opinion polls and try motivation research."

"Many people do not give true answers to poll questions," he said.



Alex Harrison, 20th-Fox general sales manager, recently discussed his company's plans on 16 summer releases with division and district managers at a special meeting at the New York home office.

NEW YORK—Production of motion pictures for theatrical distribution will continue to be the principal source of revenue for Paramount, although its future business is expected to consist of servicing three types of customers: theatre operators, sponsored television, and home boxoffice provided by pay television. Barney Balaban, Paramount president, explained this to the company's stockholders at their annual meeting last week in the home office. Approximately 74 per cent of the outstanding stock of the company was represented at the meeting.

Admonishing that the theatre market should not be "sold short" by anyone, Balaban pointed out that "traditional theatre outlets have demonstrated their ability to continue as our basic source of revenue, although at reduced levels."

Balaban revealed that Paramount intends to become an important supplier of motion pictures for television. He pointed out that the company has been careful not to make "any premature deals involving our pre-1948 film library," the temptation to do so notwithstanding.

Paramount is "coming closer" to decisions with respect to sale of its pre-1948 film backlog to TV, and the company's position is stronger for its delay "because there are only a few unreleased pre-1948 libraries left in the industry." Balaban added that the post-1948 Paramount product, too, is equally valuable as future TV product because of the high percentage of color films and the more advanced production techniques.

Balaban reported that excellent theatre business is being recorded not only by "The Ten Commandments," but also by "War And Peace" abroad. He included "Funny Face" and "Gunfight At The O.K. Corral" among big or potentially big grossers.

Balaban noted that the company's foreign operations continue to hold to a satisfactory level. He said that at the end of 1956, blocked cash abroad amounted to \$5,500,000. Paramount is planning production overseas, he reported.

The developing pattern of television economics now confirms the view that pay TV is inevitable, Balaban indicated. He said production costs have risen "astronomically" in TV, set saturation is being approached, and the problem of reconciling TV ratings with higher costs to the sponsor is becoming more discouraging to advertisers. Pay TV is the answer, he declared.

"There are many persuasive reasons for believing that the cable approach will be most effective in getting pay TV 'off the ground' quickly," Balaban held. In describing the Telemeter system, he emphasized the advantages of its cash-pay system.

## Paramount Officers Re-elected

NEW YORK—Barney Balaban, president, Adolph Zukor, chairman of the board; and all other officers of Paramount were unanimously re-elected last week.

# AS A THEATREMAN SEES CURRENT THEATRE PROBLEMS

Introduced by Nathan Yamins, with whom he has been associated in many industry undertakings through the years, JAY EMANUEL delivered the following speech before the annual convention of Independent Exhibitors, Inc., and Drive-In Association of New England, assembled at Winchendon, Mass., on June 3 and 4. Timely and topical as a current editorial, so many listeners requested copies that it was decided to print the full text for its possible interest to theatremen nationally.

Frankly, I prepared this speech and I'm going to keep a file copy of what I say. You may have noticed the scores of letters, for and against our editorials, that we publish every now and then in MOTION PICTURE EXHIBITOR, as space permits. These are only a few of those received. Every week we receive dozens of comments. And you would be surprised at how many credit us—or criticize us—for something we didn't even say. So I want a copy. And when I'm all done, even if nobody else knows what I have said, I will!

When 52 editorial pages, some of them even running to two pages, never seem to provide space enough for what needs talking about, I have no hope of discussing everything that I would like to in the 10 or 15 minutes that I expect to be before you today. So I expect to say only a few words about, and possibly dramatically over-simplify, a lot of different subjects.

## 1. THE DEPARTMENT OF JUSTICE

After close observation of, actual collaboration with, and a sincere hope for the courage of, the current Department of Justice it is my belief that the legal brains of the distributors, both in New York and based in Washington, have done such a skillful job of brain-washing, and possibly even of infiltration, that theatremen can only expect help from that direction when the smell gets so strong that it can no longer be ignored. We hear and read a lot of statements from Mr. Hansen to the effect that this or that is "being studied" or is "under advisement" or something equally evasive. But, on the actual record, this can probably be considered as "THE GREAT DO-NOTHING ERA" in the Anti-Trust Division.

## 2. THE POWER OF ORGANIZED RESISTANCE

Many moons ago in MOTION PICTURE EXHIBITOR we editorialized on "THE POWER OF THE WORD 'NO!'" More recently we have been able to point to the dramatic proof of this power in BALTIMORE, CLEVELAND, and elsewhere in the procuring of prints on availability dates. Never forget that, unless Toll TV should become an actuality, theatre play-dates, and only theatre play-dates, can compensate producer-distributors for their creative efforts. We theatremen need them to provide the entertainment commodity. But they need us to convert that entertainment commodity into bankable dollars. They can't bank studios, they can't bank New York home offices, and they can't bank celluloid in film cans. Only the exhibition of that celluloid on our screens can convert it into the necessary bankable dollars.

Take a look at the financial statement of any national distributor and see if you can find even one that made 20 per cent on their gross billings. Can you imagine the consternation that would take place if unfair sales policies were met with a refusal to buy on the part of only 20 per cent of any company's customers?

Unfortunately theatremen never have been really organized. Here in New England, under the leadership of my very good friend of long standing, Nate Yamins, and similar stalwarts down through the years, you have been more than usually lucky. But, here you are at your big annual convention, and can anyone assure me that assembled here are the executives for all New England theatres? In my home territory of Philadelphia we aren't even as lucky as you are. A nominal TOA for many years represented the will of one man and for the past 20 years that unit could hold its annual convention in a

phone booth. And the Allied unit fell apart when Sidney Samuelson got so busy with his buying combine that he hadn't any time to call Allied meetings. And then his buying combine fell apart because he didn't have the influence of the Allied unit. So then there were none!

Look across the U.S.A. at how many territories there are that don't have an Allied unit. Or a TOA unit. I feel I can talk because I'm a theatremán myself, and if I point up your shortcomings—they're mine too. But here we have been, a disorganized mob down through the years, panicked this way and stampeded that way, when all the time we held the purse strings and could insist on fairnesses if we would only pull together.

It is Napoleon who is credited with the philosophy that "GOD HELPS THOSE WHO HELP THEMSELVES!" I would like to substitute for God, such much more wordly powers as the Department of Justice, the Courts, and even Public Opinion. We can cry until doomsday and get nowhere. But if we'll forget our petty jealousies, rivalries, prides and prejudices, and organize for strength, we'll be amazed by the "helps" we'll get.

## 3. LITIGATION OR NEGOTIATION

Probably in no other business transaction today is there such bitterness, ill will, and open mistrust, as in the negotiation of a single film contract for a single motion picture to play a single theatre. Part of this is due to the lawsuits of the past, and part of this is due to the lawyers of the present. Many of the top sales executives in the home offices in New York dare not negotiate a deal, involving as little as \$5000, without checking it out with their legal department. Can you imagine what would happen to General Motors, if they had to consult their lawyers every time they sold a \$5000 Buick, let alone a Cadillac?

But that's the way we're hooked up right now. We are probably the most litigation beset business that ever existed. And the lawyers love it.

Now while this legal era exists, and while these lawyers find such lucrative bonanzas in jockeying high priced sales executives who should be able to think for themselves, rather than facing judges and juries in hard court work, they aren't going to be easy to unseat. They know a good thing when they see it, and an occasional good suit that they force some theatre to bring is usually enough to scare the "bejabbers" out of some aged film company head so that they can perpetuate their cushy existence. Admittedly there are sales executives who think for themselves and who aren't so saddled. But there are enough who are, and the slick carpetbagger tricks the lawyers have introduced have created much of our ill will.

Now! While such company lawyers run the show, can we expect negotiations or arbitration to settle many of our business arguments? It seems to me that strife is their business. Should we ever again reach a stage of peaceful coexistence and trouble-free customer-supplier relationships, those birds are going to be out of work. Can anyone feel that, with them in the picture, the often deferred arbitration meetings can accomplish anything more than "a record" to satisfy the Senate Small Business Committee, or to pacify a more active urge in the Anti-Trust Division of the Justice Department?

You answer it!

## 4. EVILS WE CREATE OURSELVES

Please don't think that I believe that all theatremen are all white, and all producer-distributors are all black. I've known lice in each, and I'd like for the moment to discuss the theatremán ones, and the other theatremen who actually damage their side of the business by not conforming, or by grabbing for the "fast buck."

In the "lice" class I would put all theatremen who fail to keep their promises to their fellow theatremen; all those who sit in on meetings for mutual protection and then run to report what happened to the nearest exchangeman; and all those who place the puny dollar ahead of a principle. Pretty close to them are all those who cheat and steal at their boxoffices for whatever reason, and thereby cast doubts on their fellows, or maybe

(Continued on next page)

## As A Theatreman

(Continued from preceding page)

otherwise damage them with unfair competition. This latter can be considered sort of a shade of gray, rather than pure black, for it often stems from stupidity and one day such dopes are certain to be caught.

Equally stupid because they are settling for a short-term profit while creating a long-term industry cancer are: (a) the price cutters, with their brilliant showmanship that wouldn't do credit to a six-year-old mind, who promote "dollar-a-family nite," "dollar-a-car nite," "three features for one admission," "dusk-to-dawn shows" with five and six features, and all other bushel basket gimmicks; (b) the sex and sensationalism peddlers, who will show anything, and make even wilder than actual claims in their advertising; and (c) the "passion pit" operators, who don't care what goes on inside of their joints so long as it shows them a profit.

And last but not least of the evils that we as theatreman create for ourselves is the failure to do our level best to exploit each and every show, and to keep our physical theatre and its equipment in tip-top modern and inviting shape.

All of this could be developed into a full-fledged talk of its own, but time doesn't permit.

Now I come to my concluding point.

### 5. THE ROAD AHEAD

As a theatreman myself I wish I could stand up before you today and paint a rosy picture of big grosses and small film costs. I can't. When your Mr. Linder asked me to come up here he expressed the wish that I would keep my remarks on an optimistic plane. I replied that if that should be a requirement then I couldn't accept. To his credit, and to that of Allied, he was quick to remove any thought of such restrictions, and to extend to me complete freedom.

I can't for the life of me understand the purpose that motivates Eric Johnston to make his optimistic statements about increasing business during the very months of this year when our boxoffice grosses were lower than the proverbial "belly" of an eel. Of course, he has the advantage of being the "All-American Salesman," which gets him a good press and liberal quotes if he only yawns. And I suppose his "talking up" doesn't do any actual harm. But it is hard to take when you know it is just a lot of malarky.

And that's just what it was when he made such a statement during the first five months of this year. With few exceptions, reports from all sections of the country point to 10 per cent to 15 per cent below 1956, so if you are better than that—count your blessings!

Using local legislatures to eliminate the industry use of "dark checking" won't help this situation. It may provide some dishonest theatreman with a "license to steal," or what may more aptly be described as "an insurance policy against getting caught"; but that situation won't be permanent and you can bet that distributors will either insist on stiff "front money" guarantees or put their own treasurers in the boxoffices in order to insure that they get their full share of

## Johnston Is Reelected As MPEA President

NEW YORK—At the regular annual meeting of the board of directors of the Motion Picture Export Association of America last week the following officers were elected unanimously for the ensuing year:

Eric Johnston, president; Ralph Hetzel, vice-president; Kenneth W. Clark, vice-president; G. Griffith Johnson, vice-president; Irving A. Maas, vice-president; Robert J. Corkery, vice-president; Sidney Schreiger, secretary Stanley R. Weber, treasurer; Herbert J. Erlanger, assistant secretary and assistant treasurer; Thomas J. McNamara, assistant treasurer.

## Obscenity Conviction Upset

BOSTON—The Massachusetts Supreme Judicial Court last week ruled that "Garden Of Eden," nudist colony film, was not obscene as a matter of law; and thus overturned the convictions of Antonio T. Moniz, projectionist, and Benjamin Rogers, salesman, who were found guilty of exhibiting the allegedly obscene film at the Embassy, Fall River, last fall.

each percentage engagement. The boys from Arkansas and Texas better celebrate while they can for you can be sure it will be short lived.

Neither do we think that field surveys and analysis of the number of people who didn't show up to buy tickets will help this situation. I understand that Mr. Sindlinger is due to speak to you today. I have heard him before and I know you will find him interesting. But I have always felt that for surveys such as his to be helpful the "how many" people don't come is pointless. What we need is the "why" people don't come. And then the energy and ability to do something about it.

Confusing all thinking, and distracting attention from our plans for the future, is the ridiculous but always possible prospect of Toll-TV. I say ridiculous because should the F.C.C. give approval to such a charge for the use of the air waves it would be contrary to all concepts of public ownership and free use. And it seems silly to suppose that sizeable quantities of the public would pay to see even the best pictures on their 21 inch or smaller TV sets. But Toll-TV is always there, just over the hill, as a shadowy boogey-man that scares theatreman. Toll-Movies piped from the theatre is also a pretty expensive proposition the way we hear it—but it will stand watching.

Probably the most pleasant thing that is happening today is the boxoffice gross being hung up by a little picture called "Heaven Knows, Mr. Allison." I say little because there are really only two people in it, they aren't the biggest boxoffice names capable of carrying any old feature, and John Huston though a top director has never been known to carry a show. It's not a problem show, or a rock 'n' roll, or a science fiction, or a juvenile delinquency theme, and it doesn't even boast of a big bosomed blonde. It's just a clean, off-beat little story, that is interesting

## Crown Leaves AA, Forms Own Company

NEW YORK—Steve Broidy, president of Allied Artists, last week announced the resignation of Alfred Crown as a vice-president of the corporation.

Crown, whose resignation is effective immediately, has formed a partnership with Morris Helprin for the production of motion pictures for theatrical and television presentation. Their new organization, to be known as Barbizon Productions Corporation, will be located in New York City.

Broidy, in a personal message to Crown, stated, "I regret very much the loss of your services, but naturally, I am happy that you are getting to do the things you want to do. May I take this opportunity to extend my gratitude for your efforts on behalf of Allied Artists and my very best wishes for success in your undertaking."

## Eckman Joins Schaefer

NEW YORK—Sam Eckman, Jr., has become associated with George J. Schaefer to supervise the sales in the United Kingdom and Ireland of the films produced by Stanley Kramer, Otto Preminger, Henry Fonda, and other important producers.

and has been well sold, and the public took to it even in those early spring weeks when no other distributor would venture to release any of their supposedly big pictures.

But Fox released "Mr. Allison" during those supposedly lousy weeks, and "Mr. Allison" did great in the first-runs. Right now, in the first of sub-runs and drive-ins, it is clobbering them. This is healthy. This is escapist stuff. This is the kind of thing this business of ours was good at doing. But forgot.

(At this point, Mr. Emanuel left his text to commend Spyros Skouras and 20th-Fox for their ambitious production plans and the fairness they display in their dealings with exhibitor customers.)

While I termed this last point "THE ROAD AHEAD," maybe I made a mistake in bothering to look that way. Maybe what we need is a return to fundamentals. Maybe we should stick to our knitting and keep turning out America's best and cheapest entertainment delivered in the most modern retail establishments. Maybe we should let TV keep those arty "Eloises," quiz shows, message stories, and comedians, because the people who are satisfied with that stuff on their 21 inch or smaller screens probably wouldn't be our customers anyway.

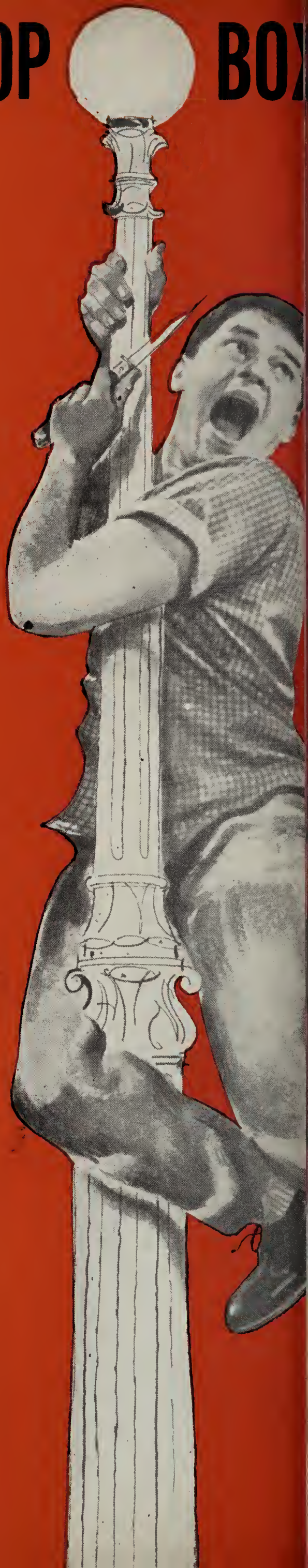
Let's not forget that "Mr. Allison" is not a blockbuster—but it's doing OK.

I may be prejudiced, but as I look around I don't see any other trade paper publishers, so as long as you invited me up here to talk, maybe you agree with me. In any event, I'm proud to state that MOTION PICTURE EXHIBITOR has the largest theatre circulation of any trade paper in New England, so there must be somebody up here who likes us.

I want to thank the committee composed of Nate Yamins, Mickey Redstone, and Ed Linder for inviting me up. It's been a pleasure to renew old acquaintances with many of you and an equal pleasure to make a lot of new friends.

# WATCH JERRY CLIMB TO TOP BOX

**Movie-goers have been waiting for this one . . . for at last the greatest comic of our time has plenty of room to sock across laughs at a pace even he has never matched before. Jerry's unique talents are all here . . . in a picture funnier than any he's ever made, yet flavored with that special heart appeal that's part of Jerry's genius.**



**ONE OF PARAMOUNT'S  
HOT, HOT SUMMER HITS.**

**GET IT WHEN YOU GET**

**"BEAU JAMES"\* — Hal Wallis' "LOVING YOU"\***

**Hal Wallis' "GUNFIGHT AT THE O.K. CORRAL"\***

**"THE LONELY MAN" and "OMAR KHAYYAM"\*!**

**\*Technicolor®**

THE RESULTS IN HIS FUNNIEST EVER!

Paramount presents

# JERRY LEWIS as THE DELICATE DELINQUENT

He's so tough he scares nobody except himself!



He's joined the blackboard jungle set and you can bet he's the craziest yet!



He flips the chicks with his bag of tricks.



VISTAVISION<sup>®</sup>  
MOTION PICTURE HIGH FIDELITY

Co-Starring  
**DARREN MCGAVIN · MARTHA HYER**  
featuring ROBERT IVERS · HORACE McMAHON  
produced by JERRY LEWIS · written and directed by DON MCGUIRE

# The International Scene . . . . .

## Canada

### DeMille Epic Moves; UA Tours Sell Films

TORONTO—A refurbished York, a unit of B and F Theatres here, will house the Paramount long-run film, "Ten Commandments." The film moves over from the University where it has played six months. New film at the University will be a reissue of "For Whom The Bell Tolls." The York had previously begun an art policy, opening with "The House Of Ricordi," an Italian film, but this was switched to the Vaughan, another B and F unit.

United Artists, continuing on its announced program of developing and exploiting every one of its programs to build a film for the exhibitors, started the ball rolling with a two-day tour of Toronto by Jean Seberg, 18-year-old star of "Saint Joan." She came to Toronto from Montreal following the Paris premiere of the film. She was an excellent foil for the newspapermen, all of whom rushed back to their typewriters to clack out their approval of the young lady, but one wag, remembering her burning experience at the stake, inquired, "Who handles her fire insurance?"

Next on the agenda for United Artists was luncheon arranged for a number of the pressmen by Archie Laurie, Canadian director of advertising and publicity for UA, in honor of Richard Condon. Condon, who was intimately associated with the production of Stanley Kramer's "Pride And The Passion," acquainted the newsmen with some of the background and colorful highlights in connection with the making of that epic, Kramer's biggest budgeter.

**CINE CHATTER:** Canadian Home Journal, in a promotion set by Chester Friedman, MGM's Canadian director of publicity, is cooperating in a contest to promote "The Little Hut." A full page ad in the Journal explains the contest which has as a top prize, title to a South Pacific Island. Two hundred theatres of Famous Players Canadian Corporation are also working in the contest through display of posters tying in the contest with the magazine. . . . John J. Fitzgibbons, president and managing director, Famous Players Canadian Corporation, was one of 23 leading Canadian Catholic laymen on whom knighthood in The Equestrian Order of the Sepulchre of Jerusalem was bestowed by Cardinal McGuigan, Archbishop of Toronto. . . . Fitzgibbons was also the subject of a leading article by Mary Lowery Ross in Saturday Night. Miss Ross, film critic for the magazine, called her story "Man Behind A Shadow World." . . . Plaza, Montreal, is to be remodeled to make way for a store on the main floor and possibly an auditorium on the upper story. . . . Sharman Douglas was a visitor to Toronto on behalf of "Yangtse Incident," but only a privileged number were invited by International



Jean Seberg, who stars in the title role of United Artists' "Saint Joan," was recently greeted with a kiss by master of ceremonies Bob Hope as she arrived with producer-director Otto Preminger, right, at the Paris Opera for the Paris benefit world premiere. At left is Fernandel, famous French film star.

Film Distributors, distributors of the film, to meet the lady.

Sale of 16mm. 20th-Fox films in Canada will be resumed Nov. 1. For the past 10 years, these have been marketed by General Films, Ltd. This leaves General Films with but one company's product to handle, that of Paramount. Cecil Black, in charge of circuit sales, will act as supervisor of 16mm. distribution, with sales handled by the present personnel.

The Grant, Toronto, located in the northwest section of the city, is now a bowling alley. The Grand, Regina, remodeled in 1949, was sold by Famous Players to a grocery chain. It was the oldest theatre in the city. . . . The Imperial, Ottawa, purchased by Sam Rothman from Twentieth Century Theatres, will be converted to a store. . . . An 80-seat National Film Board theatre will be included in Toronto's new Federal Government building. . . . Charles Murphy, former Empire-Universal Films, Ltd., booker, has taken over the management of the Bay, Toronto, replacing W. J. Fell, —HARRY ALLEN, JR.

## J. D. Executive Explains Consent Decree Value

WASHINGTON—Victor R. Hansen, chief, Justice Department's anti-trust division, last fortnight told the American Management Association that the consent decree method enables the government to strike down violations in areas it would not be practicable to attempt reaching in prosecutions.

He also said there are advantages for respondents: The Clayton Act permits plaintiffs in private damage suits to introduce final judgments or decrees as prima facie evidence of all issues determined in prior adjudication; but the act exempts from this provision, judgments entered by consent, before trial.

"Thus," said Judge Hansen, "defendants agreeing to consent decrees sharply cut chances of successful suits by future treble damage plaintiffs."

The Justice Department official estimated that 75 per cent of private anti-trust cases "had trod a path worn smooth by government victory."

He analyzed that as a practical matter, avoidance of treble damage suits may be a real motive for defendants entering into a consent judgment, because "all of the movie litigation and approximately two-thirds of other private suits have followed successful government anti-trust proceedings."

## Republic Plans Expansion

HOLLYWOOD—Herbert J. Yates, president, Republic Pictures, revealed last week the company planned expansion of physical facilities of its studios for both motion picture and television production.

A request has been made to the city planning commission for a zoning variation, and if granted, additional facilities will be built north of its location in vacant acreage of some 37 acres which is zoned for multiple housing.

## "Perri" Gets Comic Boost

NEW YORK—Walt Disney's "Perri," the movies' first True-Life Fantasy, will be the subject of a 21-week Sunday color comic feature to be syndicated by King Features Syndicate.



Universal's 1957 European sales conference was held recently in Rome with delegates from 21 countries in attendance. Pictured is Alfred E. Daff, executive vice-president, Universal Pictures, and president, U-I Films, addressing the conference. Also seen are, left to right, Emanuele Zara, manager for Italy; Marion Jordan, continental sales manager; Nate J. Blumberg, chairman of the board, Universal Pictures; Americo Aboaf, vice-president and foreign general manager; John Spires, continental supervisor; Frederick Thomas, general manager of Jafid, U-I distributor in Great Britain; and Fortunat Baronat, director of publicity.



## Pa. Tax Relief Bill Near Governor's Desk

HARRISBURG—Pennsylvania theatres have a big stake in Senate Bill 446 which will eliminate the amusement tax now levied by cities and townships.

It is estimated that if enacted, it will mean a saving of from \$15,000 to \$20,000 for each Harrisburg house. Under the existing law, theatres pay eight and one-third per cent tax to the city of Harrisburg.

The tax law, passed in 1947, permits an amusement tax up to 10 per cent. Reading theatres pay the 10 per cent maximum.

Already passed by the Senate, the bill is up for third reading in the House. If passed, it will have to go back to the Senate for concurrence before going to the Governor for signature, as drive-ins were written into the bill for exemption after the bill cleared that branch of the Legislature.

## COMPO Quotes Fitzgerald

NEW YORK—The latest in the series of COMPO ads in Editor and Publisher last fortnight reprinted excerpts from an article by John E. Fitzgerald, in Our Sunday Visitor, a Roman Catholic publication, which, after analyzing Legion of Decency reports on American-made films, finds that the vast majority were morally unobjectionable. This was the 77th in the ad series.

## IENE Convention Passes Resolution Urging Efficient Arbitration Setup

WINCHENDON, MASS.—The Independent Exhibitor of New England at their convention last week at Toy Town Tavern passed the following resolution in connection with arbitration:

"WHEREAS: It has been reported that progress is being made in negotiations for a system of arbitration in the United States for the motion picture industry. Now, therefore, be it resolved that the representatives of Allied States Association of Motion Picture Exhibitors be urged to continue zealously in their efforts to establish an arbitration system to contain the necessary machinery and provision to achieve the following: (1) Efficiency at a low cost, employing members of the industry and not stranger to it; (2) Permit the arbitration of the increase or decrease of length of clearance as well as establishment of new clearances, depending on the facts of each situation; (3) Arbitration of print problems which create delayed availabilities and a solution of this problem; (4) Arbitration

of merchandising engagements or such other variations of the pre-releasing practice that ignore the historical availability of first and subsequent run theatres; and, finally, that such arbitration system be fair and reasonable for all parties, enabling any exhibitor, distributor, or producer to seek a peaceful solution of these problems."

It was revealed also at the convention that the telemovie type of Toll-TV employing the Jerrold Cable Theatre system will start in Bartlesville, Okla., on Labor Day.

Daniel Aaron, Jerrold Electronics Corporation, Philadelphia, said that Video Independent Theatres plan to operate on three separate telemovie channels, one carrying 13 first run motion pictures monthly; a second will provide background music, news, weather reports, time service, etc., and a third will carry the best in re-runs. The entire package will be sold to the subscriber for \$9.50 per month.

## Warners Plans Science Films

NEW YORK—An agreement between the Bell Telephone System and Warners for the production of a series of four one-hour color films on science for television and schools was announced last week by

Jack L. Warner, president of the film company.

Four film programs for the "Science Series" previously have been produced by director Frank Capra. Two of these, "Our Mr. Sun" and "Hemo, The Magnificent," already have been televised.

# AIMING FOR TREMENDOUS THRILLS

... **HITTING THE TARGET** in  
**SUSPENSE AND EXPLOSIVE ACTION**  
**UNSURPASSED IN ANY DETECTIVE**  
**SUPER-SERIAL!**

# THE GREEN ARCHER

starring **VICTOR JORY** with **IRIS MEREDITH**

Based upon the novel, "THE GREEN ARCHER," by EDGAR WALLACE  
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# SHOWMANSHIP SWEEPSTAKES

1957 SERIES

Finalists In Contest No. 14

George Nonamaker

Editor

## Pet Parade Show Tops Sweeps Entries

PHILADELPHIA — This month's SHOWMANSHIP SWEEPSTAKES' prize of \$100 goes to Ed Farmer, Ayres, Corpus Christi, Tex., whose entry on how to stage a pet parade and cement good-will won the nod of the judges over a variety of entries that covered such things as merchant-sponsored kids' morning shows, a contest of the cowboy stars, a radio contest, and an idea which may help increase courtesy among theatre help.

### WINNING ENTRY

#### PET PARADE

Submitted by Ed Farmer  
Ayres, Corpus Christi, Texas

900 seats • 70 cents top admission  
General patronage.

This was the third year for our pet parade and several new stunts were added. We announced that this year it would be limited to dogs and their owners and that trophies would be awarded instead of prizes of toys and merchandise as in the past. The children's ages were limited to 16 years; but no age limit was put on the dogs.

As always 25 merchants in the Shopping Center agreed to pay all expenses, including advertising and theatre tickets to be given to all who entered, and to band members. Each merchant bought a trophy and had his name engraved on it. These were given for the largest dog, smallest dog, most beautiful dog, ugliest dog, oldest dog, youngest dog, dog built closest to the ground, best dressed dog, most patriotic looking dog, funniest dog, dog with the saddest face, largest family of dogs, dogs with the longest and shortest tails, etc.

In addition to the trophies, prizes were awarded to children in the following categories: best float, best decorated bicycle, funniest dressed boy, best dressed girl, best decorated wagon, best decorated doll buggy, etc.

The merchants sponsored six double page co-op ads in two daily papers, leaving us plenty of space for advertising the parade.

Several pictures were exploited in the parade this year. In the past we concentrated on only one. The added publicity helped all of them, we believe. We received excellent newspaper, radio and television cooperation with about 30 news stories breaking, and a live radio broadcast from the parade.



Cheta, the chimp, recently made personal appearances at Loew's Warfield, San Francisco, in connection with the opening of MGM's "Tarzan And The Lost Safari," and is seen here checking in at the Alexander Hamilton Hotel.

About a week in advance we began to get numerous requests from children who wanted to enter their pets other than dogs, so it was agreed to give prizes to other animals, birds, snakes, etc., in addition to the trophies for the dogs.

Five school bands accepted our invitation to march in the parade, so we decided to also have a band contest, sponsored by Mammy's Cafeteria and judged by one of the college band instructors, who volunteered.

We also had the cooperation of several large companies including Borden's, who furnished a dog and Elsie dolls for prizes; a bread company which furnished a sound truck and their TV clown "Hap Holsum" in person; and a dairy which sent their TV cowboy "Ranger Jim" and his horse to ride in the parade. An ice cream company gave ice cream to all the children, while Kiddiville Amusement Park gave free rides to all the kids. These companies also all plugged the parade on TV and radio.

We invited Marine officers from the Naval Air Station here to be parade judges; and they also furnished a color guard to lead the parade.

The best part of this promotion is that it lets the whole town join in the fun and creates good will everywhere. We had 300 entrants and an estimated 8,000 spectators. The promotion cost us nothing and we gained a lot of extra business. Even if this were not true, just to see the kids with their prizes and trophies clutched close, excitingly enjoying the bands, clowns, and the other entertainment was heart warming. To receive the cards of thanks and the good will of so many makes the stunt more than worth the work it takes to promote it.

### RUNNER-UP NUMBER 1

#### MERCHANT SPONSORED KIDS' MORNING SHOWS

Submitted by Lou Tarasiuk  
Roxy, St. Thomas, Ontario, Canada  
715 seats • 75 cents top admission  
Small town patronage.

Here is a merchant-sponsored kids' Saturday morning pre-Christmas show promotion that I would like to pass along to managers in similar situations as mine.

Two weeks before Christmas of 1955 I experienced a tremendous drop in business. This was by no means a new situation. Every year around that time it is the same. It was then and there that I decided to do something about it, come next Christmas.

So I sat down and mapped out a campaign for a merchant-sponsored kids' Christmas show for Saturday mornings December 8-15 and 22, 1956.

First, contracts were drawn up outlining everything the merchant would receive for his money. For example, "I am to receive 250 tickets for free distribution to children; a display will be erected in the theatre lobby starting Nov. 24 listing the names of the sponsors and telling the children how to get their free tickets; screen trailer will herald the shows and be run three times daily for four weeks. This trailer will include a frame on my ad (copy furnished) for which I agree to pay the theatre the amount of \$11.25 weekly for four weeks."

It took me two months of my spare time to sell the idea, and it wasn't easy. My biggest problem in selling it late was that a lot of merchants were tied in with other Christmas gimmicks and their ad budgets would not permit anything more. However, I did manage to line up 11 merchants at \$45 each for a total of \$495. This is like finding money in the street; but not as easy.

The cost of the lobby display and trailer was a trifle over \$60. The rest, aside from small film rental (we usually ran our regular Saturday matinee film fare at the extra Saturday morning show), was profit which otherwise we would not have had; and it sure helped us through the two slow pre-Christmas weeks.

To make sure that we would get a good showing for our first Saturday morning show, I promoted 450 of the tickets from the merchants and gave them to the kids at our matinee the Saturday before.

I invited all the merchants to see the trailer and lobby display and they seemed pleased at the way we presented the deal. I have been approached by several merchants not in on the stunt saying they want to get in on it next year.

The candy bar, of course, also did terrific business—all extra.

### RUNNER-UP NUMBER 2

#### CONTEST OF THE COWBOYS

Submitted by Mrs. James A. Eggerman  
Glenwood Drive-In, Glenwood, Arkansas  
209 cars • 50c top admission  
Rural patronage.

One of the most successful "gimmicks" we have used is a Contest of the Cowboys. We booked a triple feature; one Roy Rogers, one Autry, and one Bill Elliott.

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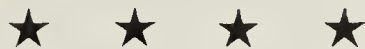
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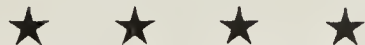
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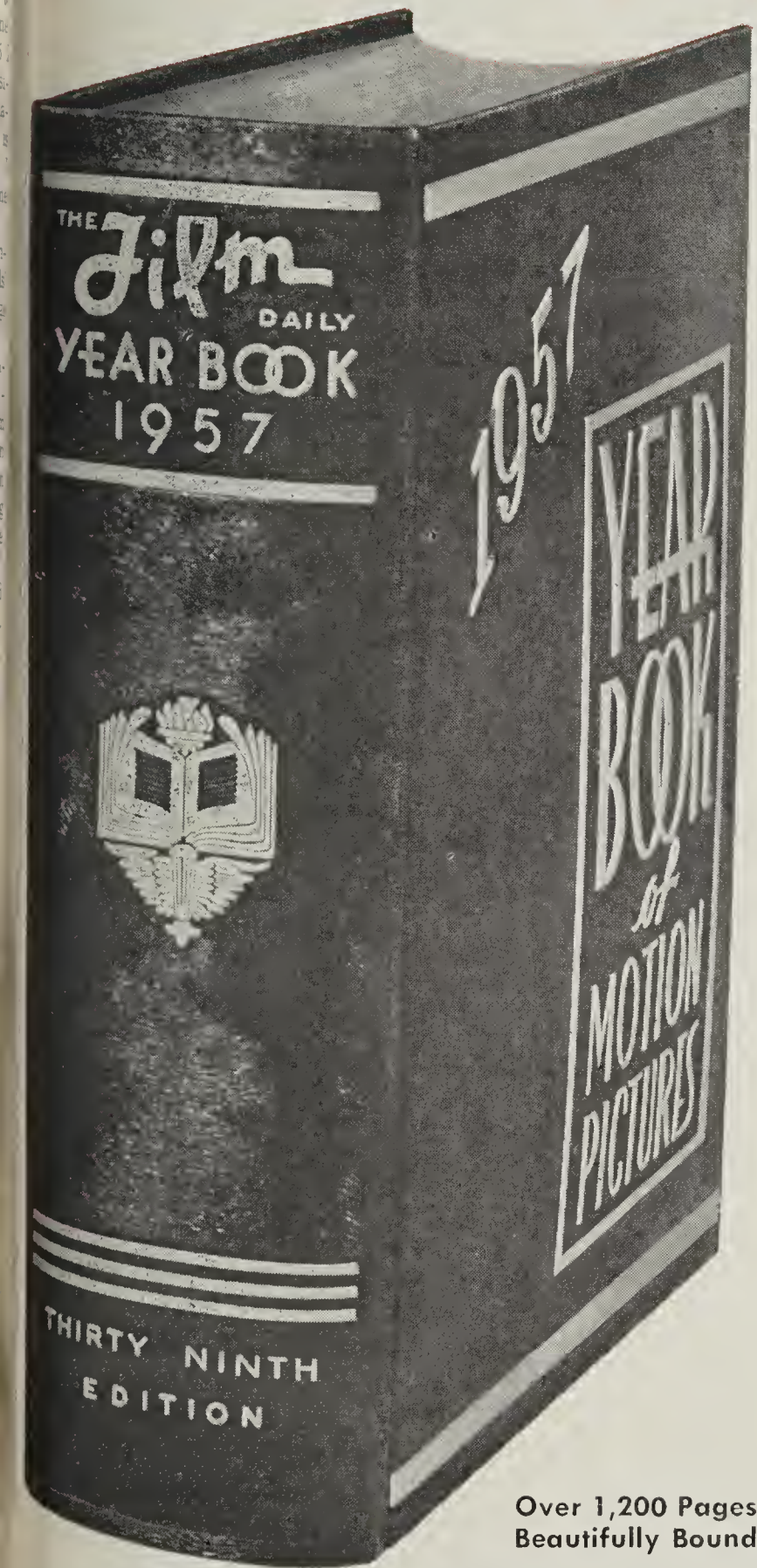
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Please enter my subscription to *THE FILM DAILY*, and send me my copy of *THE 1957 FILM DAILY Year Book*. I enclose \$15.00 (Foreign \$20.00).

Name:.....

Street:.....

City:..... State:.....

Each patron got both halves of a strip ticket as they came in the gate. They wrote the name of their choice of the three cowboy stars on the largest half and kept the stub. They deposited their votes at the snack bar; and we gained some business there. This was a Saturday night special. The winner was not announced until the following Saturday night.

We sorted the votes and lined them up numerically, also keeping tally on the losers in order to convince those who weren't sure how they had voted and thought maybe they had won. We had a rubber stamp made up reading "Good any Monday, Wednesday, or Friday." We stamped the winning tickets with this and when the winner was announced all anyone had to do to get their free pass was to present the stub at the snack bar.

We filled the place up on the triple feature and had well above an average crowd the second Saturday, although they could pick up their passes at any time after that. We got part of our "Saturday only" crowd to try out another night of the week and watch the previews more closely.

This worked out so well, that we have had three similar contests and if I can find any features to book a contest in any other category we will try it.

We are now working on an advertising deal that I believe is going to prove satisfactory in three ways. The merchants like it, the crowd likes it, and it pays off. We sell the deal for a 12-week period. An ad film is made up in frames so it can be edited for the next 12 weeks if necessary. Then, each week we make a tape recording of jokes, quips, and theatre plugs, etc. I don't suppose Arthur Godfrey is losing any sleep over it, but we are copying him a little. We have a joke contest. The person whose joke we use gets a free milk shake or 25 cents worth of anything in the snack bar. That gives us a good chance to list what we have for sale. We also have a mystery voice. A different person reads a joke each week. The first one to identify the mystery voice also receives some refreshments free—and we do a little more snack bar advertising. Each merchant gets at least four special mentions during the 12 weeks as well as their ad on the screen the entire time at a total cost of only \$10.

The original idea of this was to give us a longer intermission without a blank screen, so I think this is going to prove a very good twist. It also brings people to the snack bar. All who win something wind up purchasing additional items.

### RUNNER-UP NUMBER 3

#### A RADIO CONTEST

Submitted by Herschel A. Wheeler  
Pace, Gordon, Nebraska

610 seats • 60 cents top admission  
Farming and ranching area.

Gordon is a small town, population of 2,500, with a large trade area predominately farming and ranching. Our customers live as far away as 56 miles.

Television was really beginning to hurt us, so to help keep attention focused on the theatre we designed a campaign around our monthly theatre calendar, which is the best ad medium we have.

To start our campaign we arranged for a radio program over KCSR, a station in the nearby town of Chadron. This program was held every Sunday morning at 9:00 a.m. for 30 minutes at a cost of \$48 per month.

Featured were music, the titles and casts of motion pictures for the current week. We also used radio transcriptions on our Sunday show. Sometime during the program listeners were given a word jumble, with the answers to be found in our theatre calendar. This jumble was announced several times so that listeners would have it correct so far as the letters in the jumble were concerned.

Each week after the program we called three persons on the telephone and if they gave us the correct answer to the jumble they received the jackpot of over \$350 in prizes, promoted from local merchants in on the stunt. If they did not know the correct answer they were given two passes to the theatre good anytime, providing they were listening to the program.

This stunt really went over with a bang. I do believe there isn't a man, woman or child who doesn't know what we are playing every night. In the past we have had quite a few telephone calls to learn what was playing at the theatre; but it has been a long time now since any one has called for this information.

### RUNNER-UP NUMBER 4

#### ACCENT ON COURTESY

Submitted by James M. Myers, Jr.  
Bluebird, Petersburg, Va.

610 seats • 70 cents top admission  
Small town patronage.

It is my opinion that a lot of exhibitors today are so busy trying to sell their

product to the customer that they become lax in one of their first duties to the patron who makes a purchase at the box-office. Of course, after you have sold the customer on coming to your show through the medium of good advertising, your next job should be to try your best to make that person feel wanted in your theatre, and to extend every courtesy possible while they are there.

We, at the Bluebird, had a lot of fun recently by putting into effect a little stunt which did no one any harm, and I am sure it still is doing us a lot of good as far as making our patrons feel at home is concerned.

For example, both of our cashiers know that when a patron comes to the boxoffice, they are supposed to say, "Good afternoon, or, good evening, how many?" and a polite "Thank you" after the purchase is made.

The doorman is then supposed to greet the patron with a polite "Good afternoon, or, good evening," tear the patron's ticket, offer the stub, and say, "Thank you."

Next, the concession attendants should use the same type of greeting as the doorman, with a smiling, "May I help you, please?" added.

The ushers should greet the patrons, point the flashlight at the patrons' feet and say "How far down please?"

Each of my employees was given a sheet of paper from a scratch pad every day. If any employee overheard another employee not greeting a patron properly in his or her particular job then the employee at fault was told to make a mark on the pad for that error. Of course, the honor system played a part in this also. At the end of the week, the employee with the most errors had to buy the other a cup of coffee, or a soft drink of some kind.

The proper way to greet a patron has been one of our house policies all along, but like I said, there are times when we become a trifle lax in this particular field. The above simple, little stunt was very successful in reminding all of the employees of a vital part of their duties in their respective jobs. Each and every one was most anxious to participate in the good natured "contest."

My assistant manager and myself both took part; with the result that all but one got a free cup of coffee each week.

One of the rules was that if there were no errors against any employee during the week, I bought the coffee for all.

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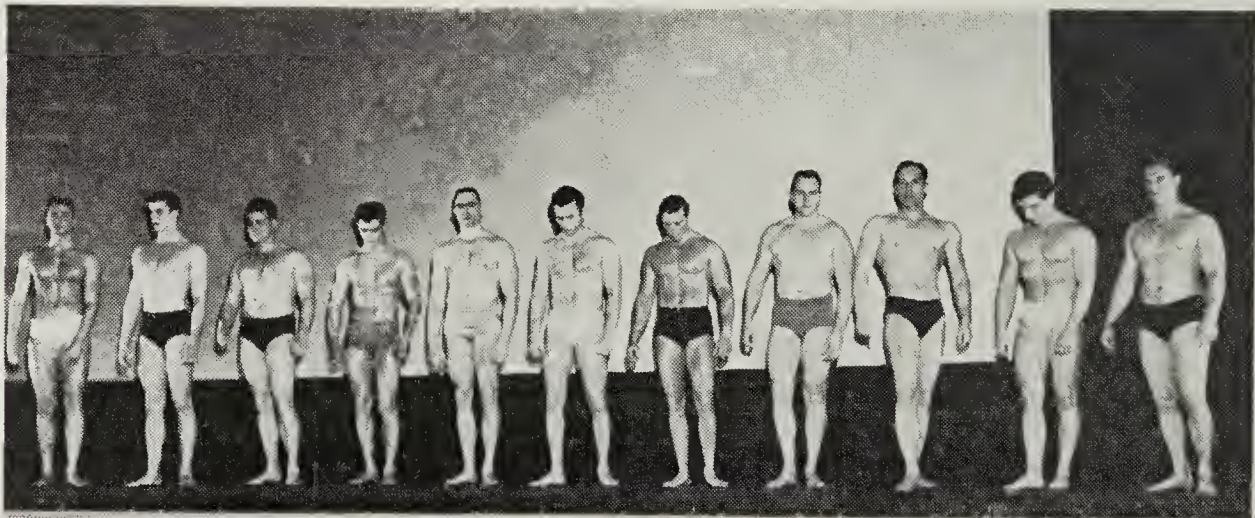
**TO THE WINNER**

OF

**SHOWMANSHIP SWEEPSTAKES**

**YOU, TOO, CAN COLLECT!**

**SEND YOUR ENTRY IN NOW!**



As a stunt for MGM's "Tarzan And The Lost Safari," the Gopher, Minneapolis, held a "Twin Cities Tarzan Contest." The 11 finalists are seen lined up for judging.

## Buffalo Exhib Sues, Conspiracy Charged

BUFFALO—Konczakowski Theatres of Buffalo, charging a monopoly on the distribution of feature films in Buffalo, have filed four suits in Federal Court totaling \$1,305,000, against 17 defendants. In addition, the plaintiffs ask for triple damages under the Sherman Anti-Trust Act amounting to at least \$240,000 for the Senate theatre, \$375,000 for the Marlowe theatre, \$240,000 for the Circle theatre, and \$450,000 for the Regent theatre.

The suits have been filed by Mieczyslaw M. Konczakowski and Marya Konczakowski as owners and partners in the company and as owners of the Senate, Marlowe, Circle, and Regent theatres.

They charge that the defendant distributors and their affiliated and "locally favored" exhibitors have monopolized motion picture exhibition in various localities in the U. S., including Buffalo.

This has resulted, they charge, from a conspiracy to fix admission prices, formation of systems of runs and clearances for films, unreasonable clearances for affiliated exhibitors against theatres run by independent competitors, master agreements, blanket deals, formula deals, and franchises.

The actions, they continued, have included concessions on rents and playing conditions, favoritism in advertising and in the granting of rebates and discounts. The suits also contend that the plaintiffs, if they wanted a license, had to conform to certain rules concerning the films, and that rents to the independent exhibitors were higher than to other exhibitors.

Listed as defendants were Paramount Pictures, Inc., Paramount Pictures Corporation, Paramount Film Distributing Corporation, American Broadcasting-Paramount Theatres, Inc., Buffalo Theatres, Inc., Warner Brothers Pictures, Inc. (in dissolution), Warner Brothers Pictures, Inc. (Delaware), Warner Brothers Pictures Distributing Corporation, 20th-Fox, Universal Pictures Company, Inc., Universal Film Exchanges, Inc., Columbia, United Artists, Loew's, Inc., Buffalo Paramount Corporation, Buena Vista, and Allied Artists.

The plaintiffs ask for an injunction against the "monopolizing of trade and commerce, affecting unreasonable agreements and otherwise conspiring in restraint of trade," and to direct the distributor defendants to negotiate in good faith with the plaintiffs.

## Albany

Joseph Warren finally licked construction delays and opened the 1,000-car Super 50 Drive-In, near Ballston Spa. Warren owns and has successfully operated drive-ins around Pittsburgh, Pa. . . . MGM resident manager Edward R. Susse arranged a sneak preview of "This Could Be The Night" at Fabian's Palace. . . . James Blackburn, president and business agent, Stage Employees Union, and Edward Wendt, holder of similar posts with the Projectionists Local, arranged to attend a New York State meeting of IATSE in Buffalo. . . . Claude Watkins, chief operator, Stanley Warner Strand, and Mrs. Watkins attended the com-

## NEWS OF THE TERRITORIES . . .



Jean Seberg, seated, starring in Otto Preminger's production of "St. Joan," United Artists release, recently visited the UA office in Boston, where she is seen with some of the girls, left to right, Mary Lou Ryan, Frances Lydon, Dorothy Boland, Marilyn Fard, Helen Montague, and Jean Stuhl.

mencement exercises of Boston University at which their daughter, Nancy, received a master's degree in social service. She is an honor graduate of Syracuse University. . . . Variety Club members and guests expect to enjoy the swimming pool at Shaker Ridge Country Club on June 24, the day of the former's annual golf tournament and dinner. Former chief barker Nate Winig is committee chairman. . . . Morris Klein set June 13 as the date for the opening of a 50-car drive-in which he has been building in the town of Bethlehem, just below Albany, since last July. Construction of the theatre was delayed for some months, through action of the Town Board in adopting an ordinance banning outdoor theatres. Subsequently, Klein prevailed in a Supreme Court action brought to restrain the Town Board from interfering with completion of the drive-in. Associated with him in the theatre are a younger brother, Raphael, and their mother, Mrs. Frieda Klein. She operated indoor Hunter, Hunter, for years following the death of her husband. Bethlehem "blue laws" will limit the hours at which the drive-in may be open for business. . . . Troy projectionists Local 85 ran a newspaper advertisement captioned "Let's Go To The Movies"

## Exhibs Study Effects Of Multiple First-Run

BOSTON—Some 18 theatres in outlying sectors of this territory have booked Buena Vista's "Johnny Tremaine" day and date starting June 26 with ATC's Mayflower. The complete listing is not available as yet, but this plan has long been advocated by Samuel Pinanski, president, American Theatres Corporation. The film will play his Mayflower in downtown Boston and at least six of his neighborhood houses simultaneously.

The other 12 dates are taken by other independent houses in neighborhood cities and towns. This plan has been urged by Pinanski in order to have a more up-to-date marketing schedule for theatres with both downtown theatres and those in the outlying districts playing day and date. It is an experiment which bears close watching to evaluate the results.

## Albany Gets Behind "Save Camp" Drive

ALBANY—Opening a "Save Camp Thacher" drive at a meeting in Shaker Ridge Country Club attended by 100 business men of the Albany area, a special Variety Club committee announced that the goal was the collection of \$12,000. This was described as the approximate amount lacking toward the \$15,000 needed to finance the mountain camp, with two-week free vacations for underprivileged boys.

Tent Nine has for 12 years raised funds to make the project possible. Chairman Jules Perlmutter, Perlmutter Theatres, said there was no doubt the Camp would open on schedule, July 1.

Appearing at a benefit dance and entertainment to be conducted in Shaker Ridge Club, July 16, will be Joey Adams and Al Kelly, night club and television comedians, and Johnny Costa's band. Costa is an active Variety member.

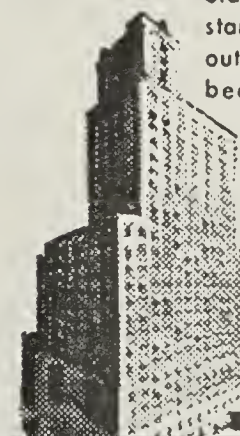
Initial responses by business houses, professional men, civic clubs, and others to an appeal sent a selected list of donors to Albany Boys' Club were most encouraging.

and suggesting that readers patronize nine listed indoor and outdoor theatres employing union operators.

## Atlanta

A storm at Montgomery, Ala., destroyed the screen tower of the Jet Drive-In with a loss of \$5,000. Owner Dusty Rhodes said that it would be rebuilt at once. . . . Walter Hickey, one of Film Row's old timers, returned from a stay in an Atlanta hospital. . . . Jimmy Bello, Capital Film Exchange, visited their Jacksonville, Fla., branch. . . . UA field representative Irving Shiffrin was in. . . . Mr. and Mrs. Mack Grimes, he is general manager of Bailey Theatres, are the proud parents of a baby girl. . . . J. L. Hutchinson, owner, Ritz. Austell, who was recently in an Atlanta hospital, has returned to the home of his sister in Haralson, Ga. . . . Owen Vaughan, re-

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## Durham Ministers Join N. C. Theatre Boycott

DURHAM, N. C.—The Durham Interdenominational Ministerial Alliance has indicated that it will spearhead a boycott of local movie houses as a result of segregated seating.

It was said that a mass meeting of Negro leaders will be called at which leaders of a similar move launched at Greensboro, N. C., following the barring of a Negro minister from the white section of a theatre at a preview showing of "The Ten Commandments," would be the speakers.

The meeting was to be called for "immediate action against the institutions of segregation and discrimination in Durham and vicinity" and "leaders are expected to start immediately refusing to support segregated movies and to prepare themselves spiritually for the forthcoming battle against every aspect of segregation and discrimination in Durham," it was announced by the Alliance.

cently office manager, Buena Vista, and later with the ticket sale of "The Ten Commandments," has joined Mel Brown's Peachtree Art Theatre staff. . . . Tom Jones, Jones Booking Service, will handle this service and buy for J. R. Pearce, Jr.'s 81 Drive-In, Kingsport, Tenn. . . . Lavry King has increased admission at the Skyline Drive-In and Dale Drive-In, Tuscaloosa, Ala., to 60 cents. . . . Princess, Mount Dora, Fla., has installed new magnetic sound equipment. . . . The Senate finance sub-committee proposed to extend the state's three per cent sales tax to apply to peanuts and popcorn sold in North Carolina theatres at concession stands and food products, including coffee, dispensed through vending machines.

### Boston

The Variety Club of New England's Jimmy Fund was enriched by \$10,000 from the estate of the late Ralph Levin, a Boston taxi driver, who left that amount in his will to be used to aid children suffering with cancer. Levin, who died at the age of 46, was a victim of leukemia. . . . James L. Shoheit, son of Fred Shoheit, U-I salesman, will graduate from Brookline High School this June and is entering Case Institute of Technology, Cleveland, on a \$1,000 scholarship this fall. . . . James Marshall, general manager, Film Exchange Transfer Company, and Mrs. Marshall are celebrating their 40th wedding anniversary this month. . . . 20th-Fox has sent a crew of cameramen, directors, and stars to Camden, Me., to start shooting scenes for "Peyton Place," with Don Prince, former RKO official, as unit manager. New England publicist for Fox, Phil Engel, is invit-

## Telemovie Franchise Decision Is Delayed

FAYETTEVILLE, N. C.—The City Council here on May 28 postponed action on granting a franchise which would permit a local movie firm to lay cable and pipe motion picture films to TV sets whose owners subscribe to the service.

The action came after representatives of theatre owners opposed the proposal on the grounds that the telemovie plan is "untried" and "a trip to the moon." The opposition came when the franchise was up for second reading, the proposal already having been approved on first reading.

Seeking the franchise were the Wellons Brothers, who operate four drive-ins at Fayetteville. Opposing the application were Ernest Stelling of Charlotte, president of the Stewart E. Everett Theatres and of the Theatre Owners of America, and William G. Enloe, of Raleigh, district manager of North Carolina Theatres, Inc., both of which have interests in Fayetteville theatres; and an attorney representing the Joseph B. Saricks firm of Pennsylvania, which holds a local franchise to erect a community TV antenna system. Supporting the granting of an immediate franchise were Jesse Wellons, who made the original request, and an attorney

representing Fenton Theatres, Inc., of Charlotte, who urged competitive franchises for the Wellons, his client, and any other interested group.

After hearing all concerned, the Council voted to continue the matter until the Saricks firm completes its study of TV home movies in order to obtain the best financial inducement for a city franchise.

Enloe told the council that telemovies still are in the "experimental stage" and "there is no necessity of acting in haste." He urged postponement of action until "something a little more definite is known" and an independent engineering survey is made.

Stellings said that "no one knows whether the thing will work. Engineers say it will work, but there still are bugs." He added that if the system is successful, "it could very definitely affect adversely all theatres of Fayetteville and generally hurt the economy." He urged a delay until determination of "what this thing will mean to us and you."

Jesse Wellons told the council he was "willing to pay what it's worth. All I'm trying to do is what other people in other cities are trying to do. I'm willing to take a chance."

ing groups of film critics and newspaper people to Camden to watch the actual shooting. . . . Harriet Engel, daughter of Phil Engel, celebrated her 16th birthday with a party for 50 girls at the Hotel Statler. . . . The Copley, recently leased to UMPO by president Richard Davis as a showcase for UMPO product, was originally scheduled to reopen May 24, but this has been postponed until around Labor Day. The theatre, long closed, is being air conditioned and is undergoing interior renovations with the redecorating handled by Louis Chairamonte, Merchandising Displays. . . . Lew Ginsburg and Mel Davis are now conducting their business in new quarters under the name of Federal Film Company, Screen Guild Productions, and the new name of New England Film Distributors. As of June 1, this company has moved to 250 Stuart Street, Boston, with the same phone number as before. The company's former quarters at 56 Piedmont Street have been temporarily leased to the Film Exchange Transfer Company for extra space for its shipping room. . . . Daytz Theatre Enterprises, 260 Tremont Street, has moved its office quarters to larger space on the sixth floor of the Metropolitan Building,

with the same phone number. The former space is now occupied by Republic.

### Buffalo

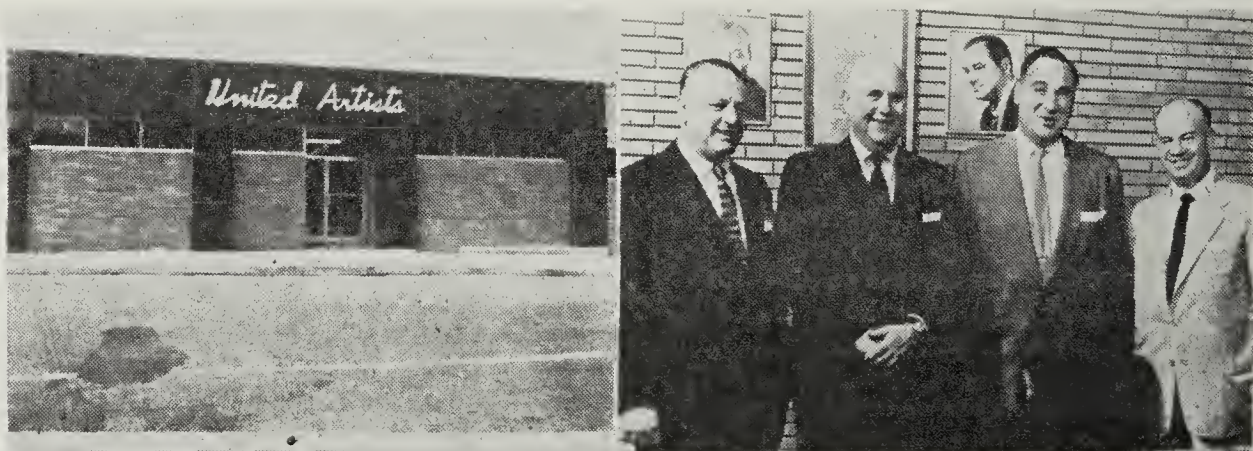
William J. Dipson, head, Dipson Theatres, who headquarters in Batavia, N. Y., is chairman of the arrangements committee planning a civic celebration to mark the elimination of the New York Central Railroad crossings in Batavia. . . . The Washington Drive-In, near East Rochester, the latest of the out-doorers to be opened this season, has been extensively renovated, according to Jack Keegan, who represents Redstone interests as local manager. . . . Congratulations are in order for Edward F. Meade, manager, Shea's Buffalo, who was awarded a \$500 U. S. Savings Bond, the second prize in the "Trapeze" exploitation contest conducted by United Artists. . . . Murray Whiteman, past chief barker of the Buffalo Variety Club, has been named chairman of the annual Buffalo Ad Club Day at the Fort Erie races in August. . . . Mrs. Elmer Lux, wife of the past chief barker of Tent 7, Variety Club of Buffalo, is one of the sponsors of a courtyard art show featuring the work of many prominent local artists. . . . Joe Solomon,

**FASTER!** **BETTER!**

**SPECIAL TRAILERS**

**FILMACK 'NUF SED!**

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The new United Artists exchange in Charlotte, 225 West Third Street, is seen on the left. On the right are seen some officials on hand for the recent opening, James R. Velde, second from right, UA general sales manager; Milton E. Cohen, second from left, eastern and southern division manager; George Pabst, left, southern district manager; and Harold Keeter, Charlotte branch manager.

## ACLU Suit Battles Chi Censor System

CHICAGO—The American Civil Liberties Union has asked the Illinois Supreme Court to give an opinion whether Chicago city officials infringed a right of free speech by requiring a permit to show a picture not judged obscene.

The ACLU attorneys declare that what they really are seeking is a ruling on whether Chicago's police commissioner and mayor have authority to ban movies under provision of a city ordinance.

The Appellate Court has held that the city is required to issue a film permit upon payment of a fee unless the movie is adjudged immoral or obscene.

ACLU attorneys further said that the refusal of the Chicago officials to issue a permit for "The Miracle" was an infringement of the right of free speech. "The Miracle" has never been shown here. The police censor board banned it in 1952, and again in 1955.

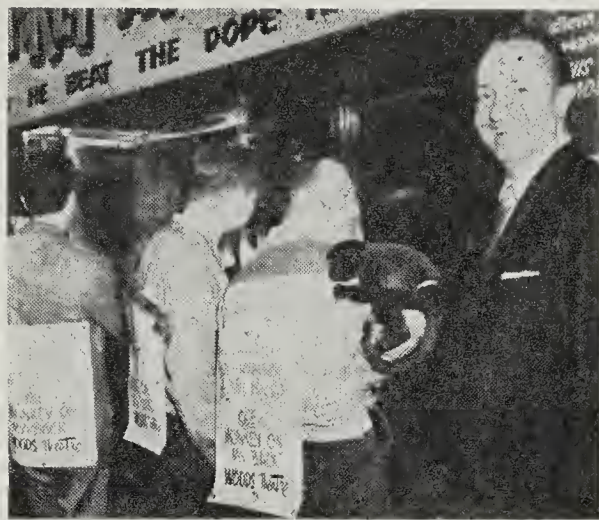
"This is not the relief we demanded," said the petitioner in referring to the Appellate Court decision. "Under this judgment, in order to exhibit 'The Miracle' without interference would have to do the very act which we brought the suit to avoid—applying to the police commissioner for permission to exercise our right of free speech."

The Appellate Court said in a decision that "censorship is not unconstitutional, but it is a power which must be exercised with the greatest care."

president, Majestic Pictures of Philadelphia and Fanfare Films of New York, was in Buffalo the other day, visiting Minna Zachem, manager of the local Waldman Pictures branch through which Solomon releases his pictures here.

### Chicago

Harold Hamilton, Roosevelt assistant manager, is dad of the new Marcia Lynn. . . . The Chicago Moving Picture Operators Union has suspended business meetings during June, July, and August. . . . Ted Levy joined the Nortown managerial staff. . . . Charles Stern, 62, co-owner, Cinema, and an exhibitor for more than 30 years, died of a heart attack in a doctor's office where he had gone for treatment. Three brothers and four sisters survive. . . . Samuel Grossman was transferred by B and K from the Nortown to the Garrick managerial staff. . . . William O'Connell was appointed manager, Highland. . . . Mike Doherty joined the Avalon managerial staff. . . . The "landlords" suit of the Congress against Balaban and Katz and majors was returned by the Seventh District Appellate Court to a lower court for further proceedings. B and K is lessee of the Congress, which is claiming a percentage of receipts in addition to rent. . . . Howard Beck, Mercury owner, is continuing negotiations for the sale of his house to B and K. . . . Chief barker Lou Lindheimer's drive for new Variety Club members is bringing results. New additions are Seymour Golub, Jerry Morris, Albert Deutsch, M. Robert Sturman, Hy Cohen, Harry A. Dober, Harry S. Levy, Dave Malcolm, and Edward Safer. . . . Jack M. Fine, who operated the Village, the second most suc-



Manager Jack Belasco, far right, Woods, Chicago, recently took his cue from the title of United Artists' "Monkey On My Back" and arranged this trio of monkey-bearing bally men for street stunt.

cessful enterprise in the Chicago World's Fair, purchased the De Luxe Drive-In, La Porte, Ind., and opened it with a gala celebration. Each patron received a gift.

The Illinois legislature defeated a daylight saving bill, sponsored by Representative Peter Miller. The measure was opposed by downstate theatremen. . . . The Princess, Hoopston, Ill., was reopened under management of Don Merrill. . . . Charles Wdyas, Lyric owner and manager, Earlville, Ill., was reelected mayor. . . . Frank Rodgers took over management of the Casey Drive-In, Casey, Ill. . . . B and K returned to stage shows at its Regal, on the southside. . . . Harris Dudelson, Buena Vista district manager returned from conferences on the west coast. . . . Robert E. Lewis, office manager and booker, was added to the booking staff of Allied Theatres of Illinois. . . . Harry and Elmer Balaban, theatre chain owners, and associates added to their radio circuits with the purchase of stations in Fort Lauderdale, Fla., and St. Louis, subject to FCC approval. . . . George Busch, former RKO exchange chief booker, joined the Rank exchange.

Norbert A. Hollenbech, concessioner, died at his home in suburban McHenry. His widow, two brothers, and two sisters survive. . . . The American Civil Liberties Union is preparing an appeal to the Illinois Supreme Court on the banned "The Miracle" case. The constitutionality of the Chicago censor board will be attacked again. . . . Herbert Gladney, veteran 20th-Fox exchange employee, entered the Will Rogers Hospital, Saranac Lake, N. Y. . . . Patrons at Stanford's Kohlberg's Starlite Drive-In receive a discount of 10 cents a gallon at the outdoor's gas station. . . . Women's Variety Club members will afford their husbands Father's Day entertainment in the club-rooms. . . . Louis Calamari, veteran Balaban and Katz manager, was rewarded with the management of the Mercury, recently purchased from Dave Beck. . . . Pamela Horton, daughter of Ed Tod, married Dr. John C. Clarno of Peoria, Ill., where Tod, recently resigned publicist for 20th-Fox here, will make his home. . . . Swito Brothers, Inc., bought the Skyline Drive-In, Shelbyville, Ind., from the Shelbyville Skylines, Inc. . . . Balaban and Katz managers are arranging a mid-summer golf outing.

### Cincinnati

The Variety Club collected about \$18,000 in its "Old Newsboys' Day" sale

## AB-PT Radio Station In New Headquarters

CHICAGO—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, was the guest of honor when ABC and station WBKB officially opened a new headquarters in the ABC Building, formerly the State-Lake Building.

Participating officials included David Wallerstein, B and K president; Frank Marx, ABC vice-president in charge of engineering; Arch Trebow, director of construction for B and K, owner of the ABC Building; Sterling C. Quinlan, vice-president in charge of WBKB; Matthew Vieracker, WBKB general manager; and William Kusack, chief engineer for the station.

Quinlan lamented the absence of the late John Balaban, who pioneered the station in 1939. With the opening of World War II, Balaban gave the station's facilities to the Navy for the purpose of training radar operators.

of a special edition of the Times-Star on May 20, it was reported by Robert C. McNabb and Phil Fox, co-chairmen. This was a 25 per cent increase over the 1956 return, and is expected to be upped even more by the time the final audit is completed. The fund is used to operate the club's Opportunity Workshop for the Mentally Handicapped at Goodwill Industries. . . . First anniversary screening of Cinerama's "Seven Wonders Of The World" at the Capitol was on June 7, and the film is expected to run several more months, to break the local record of a year and a day, set by "This Is Cinerama." The Convention and Visitors Bureau estimates about 900,000 out-of-town viewers of "Seven Wonders" have spent some \$9 million while here. . . . J. A. Watson, Paramount field exploiter, was in Springfield, O., to set up advance promotions for "The Ten Commandments," booked into the Regent for an indefinite run opening June 21. . . . Andy Griffith was in for a stage appearance at the Palace during the screening of "A Face In The Crowd." . . . Edward Salzb-berg, Screen Classics, is opening an Indianapolis office about July 1 to distribute films of Howco International Productions and other producers in that area. . . . Executors of the McCracken estate have sold the Ross Opera House, Cynthiana, Ky., to James Denton, exhibitor, and Robert Doppes, former U-I salesman. . . . William A. Meier, Paramount sales manager, was elected president, Paramount Pep Club, succeeding Ralph Buring, now area promotion manager for "Around The World In 80 Days" at the Valley. . . . Phil Chakeres, circuit president, returned to his winter home in Miami Beach, Fla., after a brief visit to the office. . . . Tim and Tom Williams, twin sons of Ross Williams, UA sales manager, have returned to Homestead Air Force Base in Florida after a brief visit with their parents. . . . William Settos, owner, Liberty, Springfield, O., was convalescing from surgery.

COLUMBUS, O., NEWS—For the grand opening of the Airport indoor-outdoor theatre, Frank Yassenoff presented Ella Carver, 66-year-old grandmother, in a daredevil act in which she dives 90 feet

## No Ohio Censorship As Legislature Ends

COLUMBUS, O.—Ohio House of Representatives approved a Senate bill to require parents of children convicted of acts of vandalism in theatres and other public places to post up to \$500 bonds to guarantee against further acts of destruction. The House action reversed its vote of a week previous in approving the measure. Defeated by one vote in the earlier action, the bill passed with 10 votes to spare upon reconsideration.

The House stripped the bill of its original provision which would have permitted courts to hold parents in contempt for a second act of vandalism by a delinquent child. The measure now requires proof that parents failed to exercise "reasonable control" of their children before they can be cited for contempt.

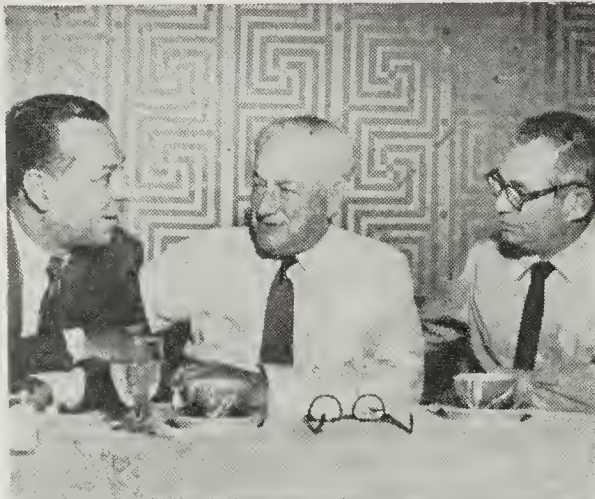
Also, the Ohio Legislature ended its regular working session without acting on a proposal to strengthen the state's anti-obscenity laws, recommended for passage by the Senate Education committee. The bill, which was sponsored by Sen. Delbert Latta, Rep., Bowling Green, would have empowered the Attorney General to file petitions in Franklin County Common Pleas Court against any film he believed violated the state law regarding obscenity. The Latta bill, offered as a substitute for S. B. 115, which would have restored state film censorship, failed to get out of the Senate rules committee before the end of the session.

into a flaming tank of water. The Airport is the first Franklin County indoor-outdoor theatre. . . . Manager Walter Kessler and publicity manager Fred Oestreicher, Loew's Ohio, were among the judges in the selection of five finalists in the "Miss Firefighter" contest held for the annual Firemen's Ball. Winner was scheduled to receive a trophy sponsored by Ava Gardner, star, MGM's "The Little Hut."

### Cleveland

Aaron Moses, manager, Carter, Cleveland, is at Mt. Sinai Hospital convalescing after a heart attack. Also at Mt. Sinai Hospital is Sam Lefkovitz, former manager of now closed Standard. John Maddox, owner, Ritz, Huron, O., is a patient in St. Joseph's Hospital, Lorain.

Arthur Diannabelle has instituted a summer weekend policy at the Ohio, Steubenville, one of the three theatres he recently acquired from the A. G. Constant estate. The others are the Family and Sunset Drive-Ins. . . . Rudy Norton, a familiar member of the local industry for more than 30 years, has been appointed manager, Imperial Pictures exchange, succeeding the late Irwin Pollard. Norton, a Cleveland boy, was first a poster clerk in the Paramount exchange, back in 1906. Next he became a booker for Warners and started in the sales field for Monogram Pictures, then owned by the late Nat L. Lefton. He left the industry for several years to sell heavy machinery in the New England states, but gave that up to return to Cleveland where he joined the Paramount sales force, covering the Toledo area. More recently he was a member of the United Artists sales personnel. . . . Jack Gertz, head, Jack L.



Fred J. Schwartz, president, Distributors Corporation of America, recently conferred in Dallas on his company's releasing schedule, with R. J. O'Donnell, vice-president and general manager, Interstate Circuit, center, and Julius Gordon, president, Jefferson Amusement Company, and National Allied president, right.

Gertz Enterprises, specialists in theatre promotions, has moved his offices from the Warner Building to the Film Building. . . . Edward Raab has installed Mobiltone in-car speakers, manufactured by the Sandler Manufacturing Company, Cleveland, in his Starlite Drive-In, Akron. . . . Mr. and Mrs. Loren Solether, who own and operate the Falls, Chagrin Falls, will celebrate their 50th wedding anniversary on July 4 with a reception at the home of their son, Jim, in Chagrin Falls. Co-hosts will be their other two sons, Larry and David.

### Dallas

Bill Williams, manager, 20th-Fox exchange, made a short talk on the stage of the Palace here prior to the showing of "The Big Show" to a group of more than 200 exhibitors. . . . Dallas area movie fans in the 12 to 17 age bracket are again taking advantage of Interstate's renewal plan for movie discount cards. The cards enable the holder to save up to 50 per cent of what they previously paid in adult prices. The percentage of reduction is determined by prevailing adult admissions. All youngsters 12 through 17 are eligible for the reduced rate but they must have an Interstate card in order to qualify. The initial price of a card is \$1. Applications for new cards are available at all Interstate houses. . . . The Twin Hi Ways Drive-In, operated by Robert M. Hartgrove, was twice flooded in recent weeks, but has been reopened. A generator in the projection room was ruined, a fence washed across the north end of the drive-in knocking down a number of speaker posts. Cecil Thedford, manager, and Harold Summers, projectionist, were forced to return to the projection booth by rescue boat in order to retrieve the film that was being shown. There was not time to rewind the film before the high water struck the drive-in, inundating it in about 20 minutes. Leon W. Felder, Altec Service engineer, and Summers and Thedford replaced the equipment prior to the reopening which featured a five feature and short subject dusk to dawn show.

"News And Views" has made its appearance here as the new Rowley United Theatres monthly publication. Don Douglas is to be editor, according to John H. Rowley, head of the circuit. The paper is a successor to a 24 sheeter put out during the war years by the circuit. . . . Cal

Bard has been transferred back to the local office of United Artists. Jim Crump, former booker in the local UA office, goes to Oklahoma City to replace Bard as a salesman in that area. . . . Storms, rain, and heavy winds continue to plague this city as well as Fort Worth and other cities in the area. Several drive-ins here were damaged by high water, but heavy losses were also reported by a number of firms along the local Film Row.

### Denver

With the proceeds going to the favorite charity of the author, the world premiere of "Bernardine" at the Denver is slated to be the most elaborate held here in some years, according to Paul Lyday, manager. Prices for the opening night will run from \$2.50 to \$12.50, with the proceeds going to the House of Hope, for women alcoholics. The author, Mary Chase, prominent playwright, lives here. Expected for the premiere on June 21 are Pat Boone and Terry Moore, stars, and Sam Engle, producer. . . . Chapter 10, Women of the Motion Picture Industry, are getting off to a good start in their blood bank venture, and aside from numerous blood donations, the girls have lined up several rare type blood owners who are willing to give direct transfusions if occasion arises. . . . Robert W. Selig, Fox Inter-Mountain Theatres president, gave the commencement address at Loretto Heights College here, where the graduating class was made up of 66 girls.

### Des Moines

Iowa theatre goers will receive the benefit of a tax reduction as a result of a veto of the legislature's major tax bill by Governor Herschel Loveless. The governor, a Democrat, vetoed the Republican-controlled legislative bill continuing the state sales tax at 2½ per cent. As a result of the governor's action, the sales tax will revert to two per cent on July 1. The state sales tax is collected on all movie admission tickets in the state. . . . Movie star Randolph Scott proved to be one of the most popular Hollywood actors when he dropped in to promote his latest movie, "The Tall T." Scott made a personal appearance at the Paramount and was kept quite busy making radio and TV appearances. . . . Variety Tent 15 co-sponsored the Navy Talent show at KRNT theatre in Des Moines, with proceeds of two performances earmarked for the Variety Club Heart Fund.

### Hartford

Bercal Theatres, Inc., instituted temporary price policy for the Parsons, Hartford. Downtown house has dropped adult price from 65 to 50 cents, matinees, and from 90 to 65 cents, evenings. Children's price (30 cents) wasn't shifted. It is believed house will resume previous prices in September. . . . Bernie Menschell, president, Bercal Theatres, named Ben Wassell, ex-Stanley-Warner house man, as city manager, supervising the Parsons and the Star, with headquarters in the former theatre. John Brown continues as house manager at the Parsons and Stavros Claros at the Star. John Belak, who had been assisting Menschell on circuit activities here, has left the company. . . . Don Felix, manager of Perakos Theatre Associates' Beverly,





Three of the boys of Variety Boys' Club, sponsored by Variety Club Tent 34, Houston, are seen with some of the trophies won by the club, which recently received \$115,000 in gifts from the funds of the Houston Endowment, Inc., founded by the late Jesse H. Jones and Mrs. Jones.

Bridgeport, Conn., for five years, resigned to join E. M. Loew's Theatres as manager, Milford Drive-In, Milford, Conn., succeeding the late George Lougee. . . . A downtown news source reported that representatives of the Todd interests had been surveying possible outlets for "Around The World In 80 Days" in downtown sector. . . . New "Take-a-Chance" plan is in effect at Bercal's Manchester Drive-In, Bolton Notch, Conn. Under policy, a third, unannounced feature is added to evening's double-bill at midnight on Fridays only. Regular price scale prevails. . . . Sperie Perakos, Perakos Theatre Associates, instituted Bonus Night policy at the Plainville and Southington Drive-In Theatres, with a third feature screened at midnight on Fridays. There is no additional admission charge. . . . The Quinebaug Drive-In has formed a Bumper Club, with an undisclosed number of bumper strips distributed to regular patrons. These drivers are admitted free on Tuesday night, now called "Bumper Club Night." . . . Howard Denny was named manager, Lockwood and Gordon East Hartford Family Drive-In.

## Houston

Mrs. Gladys Horwitz of the Horwitz Estate, operators of the Uptown and Iris, will be the organist for the International Convention in Toronto in July of the Pilot Club. She was recently reelected president of the Pilot Club in Dickinson, Tex., where she resides, and commutes to Houston daily. . . . Eddie Bremer recalled old days of vaudeville with Buster Keaton when the comedian appeared here at the Metropolitan in conjunction with the showing of "The Buster Keaton Story." . . . The 20th Century-Fox film "The Big

Show" was previewed for exhibitors at the Metropolitan. Jimmy Gillespie and Mark Sheridan of the 20th-Fox Dallas exchange, were in for the showing.

## Jacksonville

Hundreds of school graduations and end-of-the-year social activities of students and their parents put a crimp in the attendance at local motion picture houses during the latter part of May and the first week in June. . . . Embarking on a Hawaiian vacation from the west coast were Mr. and Mrs. Carl Floyd, Floyd Theatres, Haines City. . . . Hank Hearn, former independent distributor

who entered the industry under the late Jesse Clark at the local Arcade in 1915, has announced his retirement. Until a year ago, he was associated with the Exhibitors Service Company, now managed by Charlie King, former Atlantan. . . . The General Christian Church celebrated the end of its fourth year as the sponsor of religious services each Sunday morning at the Jacksonville Theatre Company's Main Street Drive-In, managed by H. S. Stewart. . . . Herb Roller's new assistant manager at the Edgewood is J. H. Parkington. . . . Stanley Kramer returned to exhibition here after completing a year's studies at the University

# Film Exchange and Dealer Listing for the MEMPHIS FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

## • Film Distributors

### ALLIED ARTISTS, 395 S. Second—JACKSON 7-9424

Br. Mgr.: Bailey Prichard. Office Mgr. and Booker: Vivien Wahlquist. Sales: F. J. Kaiser, Henry Hammond. Cashier: Nancy Smith. Emerg. Phone: FAirfax 4-8405.

### ASTOR, 408 S. Second—JACKSON 3-1856

Br. Mgr.: Gene Boggs. Office Mgr. and Booker: Tennie Yerger. Emerg. Phone: FAirfax 3-6963.

### COLONIAL, 492 S. Second—JACKSON 5-2386

Owner: Fred A. Meyers. Br. Mgr.: K. V. Keagin. Office Mgr. and Booker: Mary K. Baker. Sales: Fred Lawrence. Cashier: Frances McDaniel. Emerg. Phone: None.

### COLUMBIA, 162 Vance Ave.—JACKSON 6-3268

Br. Mgr.: Norman J. Colquhoun. Office Mgr.: Frank Owen. Sales: James Pope, Leonard Shea, Tate Baker. Bookers: Frances Blankenship, Charles Snowdy. Cashier: Mae Carper. Field Exp.: Matty Brescia. Emerg. Phone: None.

### HOWCO, 399 S. Second—JACKSON 6-8328

Br. Mgr.: W. C. Kroeger. Bookers: Leora M. Kroeger, Becky Marie Stevens, Eddie Martin. Emerg. Phone: Broadway 8-5476-W.

### METRO-GOLDWYN-MAYER, 158 Vance Ave.—JACKSON 5-5443

Br. Mgr.: Louis C. Ingram. Office Mgr.: Etheline Mayo. Sales: J. R. Fly, P. H. Holmes. Bookers: Jennings Easley, Charles Craig. Cashier: Mary Crosley. Field Exp.: Judson Moses. Emerg. Phone: BRoadway 8-7342-W, JACKSON 7-7046.

### PARAMOUNT, 362 S. Second—JACKSON 6-7425

Br. Mgr.: Howard A. Nicholson. Office Mgr.: Newell S. Garrett. Sales: Tom S. Donahue, Travis G. Carr, Robert O. Kilgore. Bookers: James E. Burton, Charles L. Arendall. Cashier: Fairy F. Wilkerson. Field Exp.: Bob Bixler. Emerg. Phone: GLEndale 2-0071.

### REPUBLIC, 397 S. Second—JACKSON 6-7388

Br. Mgr.: Nat Wyse. Office Mgr. and Booker: Ward D. Carpenter. Sales: J. H. Martin. Cashier: Fentress O. Carr. Emerg. Phone: FAirfax 7-1523.

### 20TH CENTURY-FOX, 151 Vance Ave.—JACKSON 6-2164

Br. Mgr.: Thomas W. Young. Office Mgr.: Leo R. Wintker. Sales: Bonnie O. McCarley, John T. Gannon, Jr. Bookers: Dewey P. Hopper, Bill Wright, John W. Khea. Cashier: Mary Frances Kygaard. Field Exp.: Jimmie Gillespie. Emerg. Phone: None.

### UNITED ARTISTS, 408 S. Second—JACKSON 5-8467

Br. Mgr.: D. J. Edele. Sales: Tony Tedesco, Harold Kimmel. Booker: Katherine Randle. Emerg. Phone: FAirfax 3-0959.

### UNIVERSAL-INTERNATIONAL, 138 Huling—JACKSON 6-4161

Br. Mgr.: Bob Carpenter. Office Mgr.: Jack Durrell. Sales: Joe Murphy, Bill Stevens. Bookers: Fred Huffstutler, Fred Abraham. Cashier: Anne Elgin. Emerg. Phone: None.

### WARNER BROS., 402 S. Second—JACKSON 6-1191

Br. Mgr.: Joe S. Young. Office Mgr.: Charles Jones. Cashier: Helen Van Vulpen. Field Exp.: Kevin Gounther. Emerg. Phone: EXpress 7-4469.

## • Supply Dealers

### MID-SOUTH THEATRE SUPPLY, 502 S. Second—JACKSON 7-3040

### NATIONAL THEATRE SUPPLY, 412 S. Second—JACKSON 5-6616

Emerg. Phone: FAirfax 7-3975.

### TRI-STATE THEATRE SUPPLY, 320 S. Second—JACKSON 5-8249

Emerg. Phone: GLEndale 2-5269.

## • Screen Trailers

### NATIONAL SCREEN SERVICE, 500 S. Second—JACKSON 6-7454

Br. Mgr.: Jack Lustig. Office Mgr.: Fred Roberts. Sales: Johnny Goodenough. Bookers: Doris Baley, Evelyn Kaiser, Margaret Kaleta. Cashier: Fred Roberts. Emerg. Phone: None.

## • Signs, Advertising and Printing

### NATIONAL SCREEN SERVICE, 500 S. Second—JACKSON 6-7454

### PEERLESS PRINTING, 410 S. Second—JACKSON 6-1770

### THEATRE POSTER EXCH., 184 E. Calhoun Ave.—JACKSON 7-3836

## • Film Delivery Service

### FILM TRANSIT, 311 S. Second—JACKSON 5-6848

Pres.: M. H. Brandon. Mgr.: G. L. Brandon.

## • Service Companies

### ALTEC SERVICE CO., 3644 Carnes—GLEndale 8-5284

### E. S. HAWES SOUND SERVICE, 918 Marsh—JACKSON 7-9117

## • Motion Picture Exhibitor

Representative: Mrs. Tom Spalding, 3070 Kimball Road, Memphis 4, FAirfax 4-4301.

A SPECIAL SERVICE • only in MOTION PICTURE EXHIBITORS

Watch for them!

**NEXT!**

**Seattle Territory**

Issue of June 19

**Salt Lake City Territory**

Issue of June 26

Save them!

of Florida. . . . Sheldon Mandell had an impressive street ballyhoo for his first run of MGM's "The Little Hut" at the St. Johns, consisting of a tropical display mounted on a flat-bed truck. . . . George K. Friedel, film salesman recently transferred to Florida from Oklahoma City, by 20th-Fox, plans to establish a home in this city.

### Kansas City

The motion picture industry was the attraction at the luncheon meeting of the Chamber of Commerce on May 15. The main feature was a speech by Elmer C. Rhoden, a Kansas Citian who is president, National Theatres, Inc., Los Angeles. In February of this year, after more than 40 years in the industry, Look Magazine presented Rhoden the "Theatre Man of the Year" award, for distinguished achievement and outstanding showmanship. A special feature of the luncheon was the distribution of free passes to the theatres during the remainder of the week. . . . "Around The World In 80 Days" was introduced to midwest audiences with a benefit performance May 29 for the Order of DeMolay at the Tower, the net proceeds going to the DeMolay building fund. Michael Todd, Jr., welcomed a capacity crowd. . . . A fire on May 29 destroyed the former Bagdad theatre building which had been purchased by a union and was to have been remodeled. The first was apparently caused by smoldering sparks left by the torches of razing crews. . . . Dorothea Warneke, Buena Vista, broke her hip and is in the hospital recuperating. . . . Herbert Stultz, Columbia, celebrated his 25th anniversary with the company recently. He was presented with a watch at a special dinner in the Columbia club rooms. . . . William McIntire, booker at Columbia, was in the center of the tornado area. Thirty neighbors took refuge in his basement. None were injured, but property was lost and his car was demolished. . . . Office manager William Jeffries, Columbia, has a new home in the Raytown, Mo., area.

### Minneapolis

At least five film companies here will accept bids for product for loop houses, it was revealed following the demand by the New York home office of RKO Theatres that its Twin Cities houses be allowed a chance at all pictures, regardless of the company releasing them. The companies which announced they will accept bids are MGM, Warners, Columbia, Paramount, and United Artists. Universal branch manager LeRoy Miller said that he was awaiting word from his home office on the policy Universal will follow, while Jack Cohan, 20th-Fox branch manager, said that he had had no letter from RKO Theatres asking for bidding here. It also was revealed that Ted Mann, operator, World and Lyceum in downtown St. Paul, has demanded bidding rights for these two theatres, and all film company branches in Minneapolis have received letters to that effect. . . . Woodrow R. Praught, northern division manager, Minnesota Amusement Company, Minneapolis, has been named co-general manager, Tri-States Theatres, Des Moines. Edward L. Hyman, vice-president of AB-PT, of which both theatre companies are subsidiaries, made the announcement.



Paul Williams, federal attorney for New York, is seen leaving Loew's Lexington, New York, recently after seeing Columbia's "The Garment Jungle." He is handling the garment center rackets investigation and praised the film.

Praught will be associated with A. Don Allen in management of Tri-States. The promotions become effective July 1 when A. H. Blank, founder and president, Tri-States, retires. Charles A. Zinn, Twin Cities district manager, MACO, has been named by Charles W. Winchell, MACO president, to succeed Praught as northern division head. Thomas Martin, now manager, Radio City, Minneapolis, will become Minneapolis city manager, MACO, and Fred Bachman, manager, Paramount, St. Paul, will become St. Paul city manager. . . . Phil Jasen, managing director, Cinerama at the Century, has been named managing director, "Around The World In 80 Days," to open at the Alvin late in June or early in July. Paul Swater, formerly of Miami, has been named to replace Jasen at the Century. . . . Lyric, a MACO loop house, has been reseeded. . . . J. P. Widell has closed his White Warrior, Doland, S. D., and his World, Aberdeen, S. D. . . . Chick Everhart will open his new drive-in at Walker, Minn., June 13. Walker also operates the conventional State, Walker.

### New Orleans

J. Roger Lamantia, former local manager, RKO, has been appointed film buyer for Exhibitors' Cooperative Services, successor to the late Sid Havenar. . . . Dan M. Brandon, general manager, Transway, has been reelected to the board of managers of National Film Service at the annual meeting held recently in New York. . . . The Citronelle Drive-In, Citronelle, Ala., was reopened under the management of



Harry Goldstein, advertising and publicity head, Brandt Circuit, recently had this float out to bally MGM's "The Living Idol," Globe, New York. The living model, naturally, created the desired attention.

Mrs. Margaret Louise West. . . . Transway received a phone call from Charles Morel, Jr., advising that his father Charles Morel, Sr., had died. Morel, a pioneer in the exhibition field, had a one time operated theatres in Louisiana and Mississippi, but disposed of them, all but the Starlite Drive-In, located in his home town, Natchez, Miss. . . . Mildred Lindsay, Allied Artists inspection department, has been promoted to billing clerk. She will take Mrs. Mary Gonzales' place when the latter leaves on July 1 to await the arrival of a baby. . . . Joy N. Houck is back after a two weeks stay in Hollywood in the interest of Howco's new set-up of production. He stated that "Teen Age Thunder" is completed and that the filming of "Carnival Rock" has started. . . . Don Wilmoth, Southeastern sales representative out of Alexandria, La., spent a few days here at the company's office. . . . Mrs. Ruth Miremont has taken a part time position with Hodges Theatre Supply to assist Mrs. Connie Aufdemorte. . . . Russell A. Bovim, Loew's Theatres western division manager, visited with manager Rodney Toups and staff. . . . The New Orleans Item is going to town on theatre promotions with co-up ads on "Bayou," "Monkey On My Back," "Around The World In 80 Days," and "The Little Hut." The paper feels that in addition to the additional revenue obtained, the ads pay off in good will with the advertisers. . . . George R. LeBlanc is the new assistant manager, Loew's State, as announced by manager Rodney Toups. LeBlanc was formerly with the Lamar, Jackson, Miss. . . . The WOMPI's will pitch their picnic for out-going officers at Anna and Harry K. Oliphints' lovely ranch in Denham Springs, La.

### New York

Executives returning from Europe were N. J. Blumberg, chairman of the board of directors, Universal, back from six weeks business trip to Italy, Germany and France; Samuel Rosen, executive vice-president, Stanley Warner Corporation, back from surveying European Cinerama expansion; and Joseph M. Moskowitz, 20th-Fox vice-president and eastern studio representative, back from conferences on the company's forthcoming British quota productions and meetings in Rome with David O. Selznick. . . . Max Steinberg, 60, father of Herb Steinberg, national exploitation manager, Paramount, died at his Brooklyn home. . . . Markos Justin, 82, father of Nick Justin, director, Rivoli, died in New York Hospital. . . . A daughter, Sherry Lynn, was born to Mr. and Mrs. Gene Brown on May 29 at Queens-Nassau Communities Hospital, Oceanside, L. I. The father is a member of 20th-Fox home office art department. . . . Mrs. Sara Kneitel, wife of Tommy Kneitel, a member of United Artists foreign department, gave birth to a boy, Kerry Mathew, at Booth Memorial Hospital, Flushing. . . . Robert Kraus has been appointed New York City sales representative for Rank Film Distributors of America, Inc. He was with MGM for the past seven years.

NEWARK, N. J., NEWS—The Castle, Irvington, is closed temporarily for the installation of air conditioning. . . . George Karros, who recently became manager, Capitol, Belleville, has a dish giveaway

## Reading Bans Bingo; Game Grew Too Big

READING, PA.—For the first time in at least 25 years, Reading, the "bingo capital" of eastern Pennsylvania, now has no bingo games operating. The newspapers have banned all bingo advertising and District Attorney Frederick O. Brubaker has prohibited all bingo playing, no matter what the prizes are, money, big merchandise offers, or small merchandise prizes.

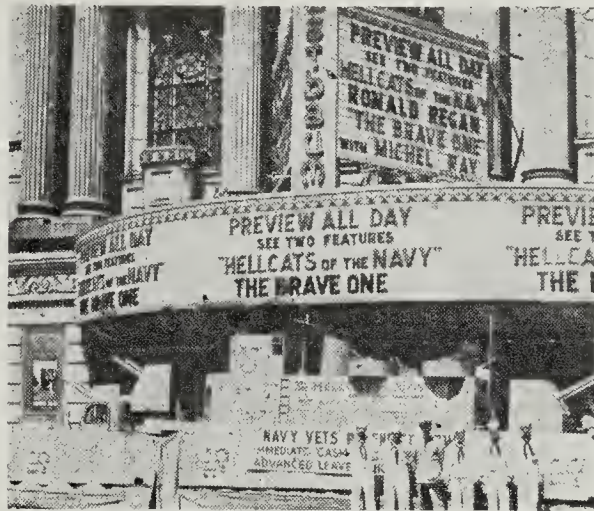
Not since the early 30's has there been a complete cessation of play in this locality. The bingo controversy was brought to a climax recently because "big shots" from out of town had apparently decided to make the game a big money business or "industry" here, renting Pleasantland Park, a summer resort with a big closed pavilion in eastern Berks, not too far from Reading, as the spot for the award of big money prizes. A plan to have bus companies haul players in 40 or more person parties from other cities and towns, outside of Berks, was part of the new setup, with cash prize offers running as high as \$800 in one "pot."

All this has been stopped, however, following raids on the new setup and a number of arrests. The alleged "kingpin" has been arrested and after an aldermanic hearing has been held for the Berks Grand Jury and Quarter Sessions Court trial.

every Monday and Tuesday night. . . . Jack Barrett, manager, Wellmont, Montclair, has been transferred to the Warner, Ridgewood, replacing Frank Costa, who retired to Phoenix, Ariz. . . . The Cranford, Cranford, and Union, Union, were closed recently for half a day, to install their new air conditioning plants. . . . Fred Dressel, recently manager, Union Drive-In, has taken over as manager, Stanley Warner's Capitol, Newark. . . . Mabel Wells is back at her desk in the contact department of Stanley Warner, after being absent due to the death of her mother.

## Philadelphia

Alan Strulson, the 20th-Fox salesman, became the proud father of a baby boy, Andrew Paul. . . . Irv Blumberg, Warners publicist, was in Temple University Hospital for surgery. . . . Lou Colantuono, former manager, Arcadia, has resigned from the Shapiro Brothers' operation. . . . Eddie Adelman, New Jersey Messenger, needs a used curtain for a synagogue. Anyone feeling charitable please get in touch with him. . . . That was 20th-Fox salesman George Condon who went to Chicago and not booker Mario Di Stanislao, who is still busy at work every day at Sam Diamond's local branch as usual. . . . Cyd Charisse, star, MGM's "Silk Stockings," was in and started off some sky tours at the Fels Planetarium of the Franklin Institute. She unveiled a new "Vanguard rocket model." . . . Morry Schwarz is now anxious to serve his industry friends with Davis Buick Company of North Philadelphia. . . . Buena Vista's Mort Magill became a grandpop. . . . The long closed Belmont along with the two-story building at 35-37 North 52nd Street was sold by Mary Maguire to Joseph K. Williams for \$100,000 for undisclosed purposes.



The SW Mastbaum, Philadelphia, recently cooperated with the U. S. Navy in its recruiting campaign for reservists in the submarine service, and the Navy recruiting services cooperated with the theatre in the exploitation of Columbia's "Hellcats Of The Navy," as shown by the above float in front of the theatre.

READING, PA., NEWS—The area was hit recently by one of the worst night storms in history. Outdoor theatres were blacked out by an electric light shutoff that lasted from two to six hours and city theatres in some areas were deprived of current for varying periods. . . . The Reading Drive-In on the Reading-Allentown Highway reopened after various changes and improvements about six weeks later than the usual opening date. . . . J. Lester Stallman, managing director, Goldman interests here, conducted a beauty contest in West Reading to pick "Miss West Reading 50th Anniversary," and Barbara Wagoner was crowned queen out of 30 contestants. . . . Gene Plank, manager, Embassy, held a "Secretary Night" during the engagement of 20th-Fox's "Desk Set" at which time he entertained members of the Pagoda (Reading) Chapter, National Secretaries' Association.

## Pittsburgh

Grant, Millvale, Pa., closed. . . . Almeda, Mt. Morris, Pa., will operate a single change of program, three nights weekly. . . . Coop Circuit is licensing and booking for the Skyline Drive-In near New Castle, Pa. . . . Liberty, Sharon, Pa., will operate for three nights weekly, and the Strand, Greensburg, Pa., may darken. Both theatres are operated by Harold Eskin. . . . The A.D.V. agency is moving from the Screen Guild Building to the Atlas Theatre Supply Building. . . . Sheltic, Boswell, Pa., again discontinued mid-week operation. . . . Bill Graner, former Republic booker, switches to a booking post at Screen Guild. Ike Sweeney, former



James Beale, left, was recently moved from Portland to Seattle to manage both branches for Columbia Pictures. Seen with Beale is Jack Tillman, Columbia's western division sales manager.

Republic manager and a veteran film salesman, has joined Screen Guild in a sales capacity. Milt Brauman is manager for this exchange, which is directed by Bert Stearn who heads Coop. . . . Bob Bowman, one of the most popular of the Stanley Warner district managers, will be accepting congratulations Sunday on 25 years of marriage. . . . Alex Manos, junior executive, Manos Circuit, is still in the hospital with a ruptured disc. . . . Mrs. May Weir, Warners booker, is recuperating at her home after undergoing surgery. . . . Blatt Brothers closed the State, Youngsville, Pa. . . . Columbia, Brookville, Pa., is scheduled to close.

## Portland

Producer Lindsley Parsons, associate John H. Burrows, and director Harold Schuster are here finalizing plans to shoot "Portland Expose" location shots starting June 3. . . . Willard Cogan, Warners exploiteer, was in working on "A Face In The Crowd." . . . Frank Breall, former Newsreel owner, is sponsoring a personal appearance of Frank Sinatra at The Auditorium here June 9. The appearance is booked into the Northwest by Northwest Releasing, operated by Zollie Volchok and Jack Engerman, veteran showmen in Seattle and Portland. Breall is also handling the Harry Belafonte show, opening July 9 at the Paramount here.

## St. Louis

Mike Todd's "Around The World In 80 Days" had its St. Louis premiere at the Esquire with a benefit for the St. Louis Symphony Society which received some \$7,000. Todd was in and was guest of

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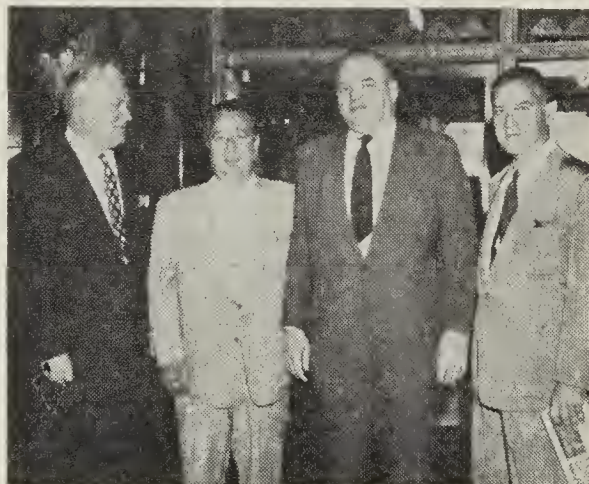
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honor at a luncheon arranged by the Symphony Society. . . . The Melba had a false alarm bomb scare which routed about 200 persons. Teenagers were blamed. . . . Wanda Garrison, cashier, Varsity, University City, was held up and robbed of \$200 recently by a man who held his hand under a coat as if he was holding a pistol. . . . Harry Hynes, Sr., former manager, Universal, is in DePaul Hospital for treatment of a muscular condition. His wife is now recuperating at home from hospitalization. His son, Harry Hynes, Jr., is a salesman for Universal. . . . Mrs. Catherine Brown, co-historian and for many years a motion picture reviewer, Better Films Council of Greater St. Louis, died. . . . Ralph Iannuzzi, midwest division sales manager, and Ed Williamson, southwest district manager, Warners, were in. Williamson headquarters in Dallas. . . . George Roscoe, field representative, Theatre Owners of America, visited. . . . Bill Emas, office manager, Universal, became a father again. He now has three daughters.

## San Antonio

Mr. and Mrs. Jesse B. Wallace, he's the manager of the Circle Drive-In, are the proud parents of a baby daughter to be named Erin O'Bryan. . . . The screen tower of Charro Drive-In, blown down by high winds, has been replaced. Drive-in is open for operation, according to John H. Flache, owner and operator. . . . Gordon B. Dunlap, manager, Clasa-Mohme, Latin-American film exchange, was one of 20 new directors elected to serve terms of one to three years by the San Antonio Symphony Orchestra Society. . . . A number of local grocery stores are taking part in the hunt to find an unknown Texan to portray Jack Dempsey in the upcoming film, "The Jack Dempsey Story," soon to go before the cameras in Hollywood. . . . One minute commercial spot announcements were used over the local radio stations

to plug the showing of "The Spirit Of St. Louis" at the Majestic. . . . The South Loop 13 Drive-In has a new snack bar and outdoor patio seating area. The drive-in is operated by the Statewide Drive-In Theatres, headed by Arthur Landsman. . . . W. L. Gelling, manager for East Texas Theatres at Marshall, Tex., has announced that the Lynn has been reopened. . . . William Sky Eagle, 74 year old Indian from Bandera, Tex., who claimed he had worked in over 200 outdoor type pictures, was killed recently when struck by a hit-and-run car near Cleveland, Tex. . . . Ed Green and Associates have purchased the Cornes, Farmersville, Tex., which had been closed. Green heads Texas Theatre Service. . . . Mr. and Mrs. Theo. Miller, operators of the Gem, Quitman, have shuttered the theatre for a vacation during the school closing ceremonies in the city. They plan to reopen after school closes. . . . The Sunset Drive-In, near Brownwood, Tex., owned and operated by Mr. and Mrs. Henry Lucht and Henry S. Schwab since Sept. 1, 1952, has been sold to Mr. and Mrs. Jack Need-



Seen at the recent screening of 20th-Fox's "The Big Show," Loew's Capital, Washington, were, left to right, George Crouch, zone manager, SW Theatres; Ira Sichelman; Waden Pearson, Neighborhood Theatres, Arlington, Va.; and Bill Hoyle, Destre Theatres, Washington.

ham of Brownwood. The Needhams also own the Camp Bowie and Bluffview Drive-Ins here. The Sunset was to be closed following the sale by the new owners, and will not be operated at present. The new owners gave scarcity of movies as the reason for the closing.

## Seattle

The Women of Variety presented their outgoing president, Mrs. Lucy Saffle, with a silver bowl, the presentation being made by Mrs. Virginia Tidwell, incoming president. . . . Buena Vista had two visitors from New York, Leo Samuels, president, and Jesse Chinich, sales manager. . . . George Schur, Paramount home office, was in with western sales manager H. Neal East. . . . Sammy Siegel, Columbia exploitation representative, is being transferred to San Francisco. . . . Louis Aster and Jack Tillman, Columbia, conferred with new branch manager James Beale. Beale came up from the Portland office to take over from Neil Walton, retiring after long service in the film industry. Management is now consolidated in the Seattle office while still maintaining a booking and shipping office in Portland. . . . Chilton Robinett, 20th-Fox branch manager, was called to Oregon on the death of his mother. . . . Pauline Hevel was in town buying and booking for her Tekoa, Wash., house, the Empire, which closed in April and is now being reopened. . . . Vance Weskil has closed the Audeon, Pullman, Wash., for the summer, but his Cordova and his drive-in will continue to operate. . . . National Theatre Supply has completed the installation of Simplex projectors and sound, Magnarc lamp houses, and a new Walker screen in the Empire, Lind, Wash., owned by August Aubert, who also owns the Aubert, Connell. . . . The third annual Variety Golf Tournament will be held at the Rainier Golf and Country Club, July 26. Preceding the tournament, the Independent Theatre Owners will hold a meeting. . . . Allied Artists cashier Georgia Del Bianco became Mrs. Charles Hutton recently, in the Fauntleroy Community Church. . . . Jacqueline Archer has been added to the Allied Artists office staff. . . . Film Row is looking forward to the completion of the new Variety club rooms in the back of the Rendezvous, which should be completed by mid-June. The job is under the supervision of Frank Christy, who heads up the house committee. . . . Walter Hoffman, Paramount's northwest publicity director, returned home after traveling the territory on "Gun Fight At OK Corral," which opened at the Coliseum. . . . The Variety Club Preview Theatre Party was sponsored by the Women of Variety to raise funds for the Children's Heart Clinic at the Orthopedic.

## Washington

Dave Ginsberg, publicity director, Sidney Lust Theatres, and Steve Topley, manager, Lust's Hyattsville, made a unique tieup with the U. S. Navy Frogmen in conjunction with "The Silent World." The Frogmen gave a demonstration at the newly-opened Price Georges Swimming Pool. Ginsberg and Topley posted signs at the pool and had a sound truck plugging the picture. . . . Frank LaFalce, advertising and promotions director, Stanley Warner Theatres, is vacationing in Europe.

# ALLIED ARTISTS

## Dragoon Wells Massacre WESTERN 88M.

(CinemaScope) (Color by De Luxe)

ESTIMATE: Good, large scale western.

CAST: Barry Sullivan, Dennis O'Keefe, Mona Freeman, Katy Jurado, Sebastian Cabot, Casey Adams, Jack Elam, Trevor Bardette, Jon Sheppard, Hank Worden, Warren Douglas, Judy Stranges, Alma Beltran, John War Eagle. Produced by Lindsley Parsons; directed by Harold Schuster.

STORY: A band of westerners including lawbreakers Barry Sullivan and Jack Elam, Indian trader Sebastian Cabot, Cavalry Captain Dennis O'Keefe, marshal Trevor Bardette, stage-coach passengers Mona Freeman, Katy Jurado, and Casey Adams, and several others find themselves stalked by Apaches in desert Indian country in 1860. The Redskins kill them off one by one until, finally Sullivan succeeds in killing Cabot and leads Indians into an ambush where they are routed. By this time most of the whites have found themselves. Freeman leaves with Sullivan, to whom the marshal grants his freedom.

X-RAY: Aply produced on a large scale, this emerges as a good quality Indians vs. white men western full of action and suspense despite the fact the story by Oliver Drake is cliché ridden. There is plenty of Indian lore, and all performances stand up, with the leads impressive. The color and photography are excellent, as is musical and choral accompaniment. For good measure there is a hair-pulling, rough and tumble fight between the two femmes in the film, Freeman and Jurado. This one should click right down the line, particularly in action and neighborhood spots.

AD LINES: "Thrilling Conflict In The Old West"; "Unexcelled Bravery As The Red Man Meets Defeat"; "Passions At Fever Heat As The Apaches Hit The War Path."

## Let's Be Happy

MUSICAL 93M.

(English-made) (CinemaScope)  
(Print by Technicolor)

ESTIMATE: Light and entertaining.

CAST: Tony Martin, Vera-Ellen, Robert Fleming, Zena Marshall, Guy Middleton, Katherine Kath, Eugene Deckers, Helen Horton, Jameson Clark. Produced by Marcel Hellman; directed by Henry Levin.

STORY: Vera-Ellen inherits a small legacy from her tight-fisted grandfather and she decides to visit Scotland. Enroute, she meets salesman Tony Martin, who helps her through customs, getting hotel rooms, etc. Charming but impoverished peer Robert Fleming thinks she is a millionairess, and Ellen pays attention to him when Martin becomes romantically involved temporarily with a redhead. Fleming is disappointed when he learns her true status and she goes home. Martin can't forget her and appears to propose marriage when he learns she is free.

X-RAY: Light, charming, and amusing is this entry that stars Tony Martin and Vera-Ellen, who carry off their parts well. This should satisfy those audiences who like their screen fare breezy and minus deep plot involvement. There are a few tuneful numbers and some cute dance numbers. Direction and production are average, and the yarn is okay. It should make up well as part of the show. The screen play is by Diana Morgan and Dorothy Cooper, based on the stage play, "Jeannie," by Aimee Stuart. There are some good shots of Scotland and its sights. Among the tunes heard are "Let's Be

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SECTION TWO  
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JUNE 12, 1957

Happy," "One Is A Lonely Number," "Hold On To Love," "The Man From Idaho," and "I'm Going To Scotland."

AD LINES: "She Made Her Dream Come True"; "Come Along For A Session Of Fun And Romance"; "Take A Trip Abroad With A Gal Who Sought Excitement And Romance."

## Love In The Afternoon

COMEDY 125M.

ESTIMATE: Highly entertaining comedy should have wide appeal.

CAST: Gary Cooper, Audrey Hepburn, Maurice Chevalier, John McGiver, Van Doude, Lise Bourdin, Olga Valery. Produced and directed by Billy Wilder.

STORY: Audrey Hepburn is the daughter of Paris detective Maurice Chevalier, who specializes in gathering evidence concerning romantic complications. She is intrigued by his file on wealthy Gary Cooper and warns him when an irate French husband comes looking for him. Attracted to Hepburn, Cooper is wary of marriage. They part, but meet again later. Hepburn plays the part of a woman of mystery, and Cooper is again intrigued. Chevalier learns of the affair and asks Cooper to give up his daughter. A tearful farewell at the railroad station ends with Cooper realizing he loves the girl and dragging her on board with him. Chevalier smiles understandingly.

X-RAY: Even in a screening room, much of the dialogue was drowned out in hearty laughter. Billy Wilder can take a deep bow for his excellent triple-threat job as he also wrote the screen play with I. A. L. Diamond. The three leads are wonderful, with Chevalier almost stealing the show. The dialogue is witty, sophisticated, and while the plot has that French touch, it is always in excellent taste. This is a funny comedy with good name values and should please all who see it. Extra selling effort should reap worthwhile dividends for the smart exhibitor.

AD LINES: "Paris Was Never Lovelier . . . Love Was Never Merrier . . . You Were Never Happier"; "Laughter And Love The French Way . . . Hepburn And Cooper And 'Love In The Afternoon'."

## COLUMBIA

### Calypso Heat Wave

MUSICAL 86M.

ESTIMATE: Plenty of appeal for youthful Calypso-maniacs.

CAST: Johnny Desmond, Merry Anders, Meg Myles, Paul Langton, Joel Grey, Michael Granger, George E. Stone, The

Treniers, The Tarriers, The Hi-Los, Maya Angelou, Dick Whittinghill, Darla Hood, Pierce Lyden, Gil Perkins, William Challee, Mac Niles and the Calypsonians. Produced by Sam Katzman; directed by Fred F. Sears.

STORY: The small record company owned by Paul Langton and supported by the successful singing of Johnny Desmond is invaded by racketeers. Langton knuckles under, losing Desmond and almost losing girl friend Merry Anders. With the help of gun moll Meg Myles, he wins back his company and his self-respect.

X-RAY: This is loaded with Calypso tunes and some of the biggest names in that phase of the recording industry and can be publicized effectively to attract the youthful advocates of this new beat. Performances are capable and the whole thing moves along well. The story is not to be taken seriously, but every time it bogs down somebody starts to sing. It shapes up as an okay part of the program with special appeal for the younger set. Screen play is by David Chandler.

AD LINES: "The Screen's First Great Calypso Musical"; "From The Banana Boats To Broadway . . . The Whole Hot Story Of Calypso"; "New beat . . . New Heat . . . New Musical Treat."

## 20 Million Miles To Earth

MELODRAMA 82M.

ESTIMATE: Mediocre science fiction feature for the duallers.

CAST: William Hopper, Joan Taylor, Frank Puglia, John Zaremba, Thomas B. Henry, Tito Vuolo, Jan Arvan, Arthur Space, Bart Bradley, George Pelling, George Khoury, Don Orlando, Rollin Moriyama. Produced by Charles H. Schneer; directed by Nathan Juran.

STORY: The first U. S. space ship returns from Venus and crashes into the sea near Italy. A specimen of Venus life is on board for study purposes. This scaly monster escapes, grows to huge size and terrorizes the population. A survivor of the crash, William Hopper, and other soldiers and scientists finally kill the beast.

X-RAY: This is not nearly so effective as some other similar science fiction entries, particularly because of the mediocre writing involved. The monster, not very frightening, never generates too much interest, and the special effects are no more than fair. Production, direction, and performances are also only fair. It is best suited for a science fiction double bill and will please only those who are easiest

to satisfy. Screen play is by Bob Williams and Christopher Knopf.

AD LINES: "Man's First Flight Into Space"; "A Monster Not Of This World Terrorizes An Entire Nation."

## MGM

### Man On Fire

DRAMA  
95M.

ESTIMATE: High rating drama.

CAST: Bing Crosby, Inger Stevens, Mary Fickett, E. G. Marshall, Malcolm Brodrick, Richard Eastham, Anne Seymour, Dan Riss. Directed by Ranald MacDougall; a Sol C. Siegel Production.

STORY: Bing Crosby has been having a fine time living with his son, Malcolm Brodrick since he and wife Mary Fickett were divorced. She subsequently married government official Richard Eastham and asks for partial custody of the boy. Crosby refuses, and a battle ensues, culminating in the chambers of judge Anne Seymour, who awards the boy to Fickett. The lad loves his father deeply and refuses to abide by the court decision. Assistant counsel Inger Stevens finds herself in love with Crosby and tries to straighten things out. Eventually she succeeds in showing Crosby that the mother loves the boy and should have at least partial custody.

X-RAY: Warm, emotional, hard-hitting, heart-touching, humorous, and sometimes pathetic is this story of divorce and the aftermath, which has a deep effect on the son of the union. The film should appeal to all who see it, and women will find a few extra tugs for the heart strings, all of which adds up to better boxoffice returns. Bing Crosby shows once again that he can turn to the dramatic and come off with flying colors, while others in the cast are very impressive as well, particularly newcomer Inger Stevens who has quite a future in the realm of the dramatic. The story is a highly interesting one, calculated to hold interest, and a sneak preview audience had a wonderful time. The direction and production are superior. Give the people a chance to see this one and they should appreciate it. The screen play is by Ranald MacDougall based on a story by Martin Wald and Jack Jacobs. There is a song, "Man On Fire," heard as the titles comes on screen. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher rates.

AD LINES: "The New Bing Crosby Film They're All Talking About"; "The Sensation Of The Screen"; "The Story Of Separated Parents And Of The Boy They Both Wanted."

## PARAMOUNT

### Beau James

DRAMA  
105M.

(VistaVision) (Technicolor)

ESTIMATE: Latest Bob Hope entertains.

CAST: Bob Hope, Vera Miles, Paul Douglas, Alexis Smith, Darren McGavin, Joe Mantell, Horace McMahon, Richard Shannon, Willis Boychey, Sid Melton, George Jessel, Walter Catlett, others. Produced by Jack Rose; directed by Melville Shavelson.

STORY: This concerns the life and times of New York's controversial, romantic Mayor Jimmy Walker as played by Bob Hope, and his romance with night club entertainer Vera Miles, while still married to Alexis Smith. The biography includes the facts of how he resigned to get his political pals off the hook during the Seabury Investigation.

X-RAY: The life and loves of the former Mayor of New York James J.

Walker makes up as interesting entertainment. In its favor is the name and presence of Bob Hope, who carries off the impersonation well enough, and in addition there is nostalgia, good production values, romance, the return of a colorful era in America, able support by a fine cast, humor, and the fact this was based on a book that sold well. On the other side of the ledger, one is tempted to ask will the younger audiences remember or be concerned with the activities of the late Walker and can he prove to be big enough to draw outside of the New York area where he was loved and revered by most. These are questions which can be answered by exhibitors who know their territory and the desires of their customers and by test dates. A sneak preview audience seemed to have an enjoyable time in a theatre where this was shown. This has a screen play by the producer and director, based on the book by Gene Fowler. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher bracket depending on situation.

AD LINES: "One Of The Most Colorful Humans In History Brought To The Screen At Last"; "The Story Of Jimmy Walker, Man And Mayor, Can Be Told At Last"; "He Had A Way With The People And They Had A Place In His Heart."

## 20TH-FOX

### Lure Of The Swamp

MELODRAMA  
74M.

(RegalScope)

ESTIMATE: Lower half filler.

CAST: Marshall Thompson, Willard Parker, Joan Vohs, Jack Elam, Joan Lora, James Maloney. Produced by Sam Hersh; directed by Hubert Cornfield.

STORY: Bank robber Willard Parker hires swamp guide Marshall Thompson to take him into the marshes to bury his loot. The next day, the papers carry the story of Parker's killing by fellow gangster Jack Elam, who shows up to try and get Thompson to locate the hidden money. Joan Vohs, who claims to be a magazine photographer, shows up with an unusual interest in the swamp and Thompson, which arouses the jealousy of Thompson's girl, Joan Lora. Elam dies in quicksands, and Vohs pulls a gun on Thompson, revealing she is the wife of Parker and has a map showing the money's location. After she gets the money, she tries to kill Thompson and dies in quicksand, taking the money with her.

X-RAY: This could serve as filler on the lower half of the program with a fair yarn, moody surroundings, unpleasant situations and characters, and okay acting, direction, and production. Interest is adequately maintained. The screen play is by William George, based on a novel by Gil Brewer.

AD LINES: "The Swamp Demanded Its Price Of Death To The Intruder"; "They Broke The Law Of The Wild And Paid The Price"; "A Tale Of Murder And Suspense In The Mysterious Swamp Land Of Florida."

### The Wayward Bus

DRAMA  
89M.

(CinemaScope)

ESTIMATE: Good name values will boost episodic drama.

CAST: Joan Collins, Jayne Mansfield, Dan Dailey, Rick Jason, Betty Lou Keim, Dolores Michaels, Larry Keating, Robert Bray, Kathryn Givney, Dee Pollock, Will Wright. Produced by Charles Brackett; directed by Victor Vicas.

STORY: Rick Jason drives a broken down

bus on a 60 mile run to San Juan, Cal. He has his troubles with wife Joan Collins, who drinks too much and is too grasping, and decides to leave her. Passengers Dan Dailey, Jayne Mansfield, Dolores Michaels also have their own problems. Drawn together by the trip, made hazardous by a sudden storm, Mansfield and Dailey clinch and Jason, despite an abortive affair with Michaels, decides he loves his wife.

X-RAY: A strong cast has been assembled for the filmization of this episodic Steinbeck novel, and as a result boxoffice possibilities are enhanced. Despite good performances and adequate production and direction, attention sometimes lags and there is some difficulty in maintaining interest in the characters involved. There seems to be a kind of superficiality about the people. The black and white CinemaScope photoplay is suitably stark, and the bus trip has its harrowing and suspenseful moments. Considerable scrubbing has been done on the book and the result is entertainment always in good taste although still not for the small-fry. Screen play is by Ivan Moffat.

TIP ON BIDDING: Better program rates.

AD LINES: "The Steinbeck People . . . The Steinbeck Passions . . . The Steinbeck Power"; "Runaway People . . . Runaway Emotions."

## U-International

### Run Of The Arrow

DRAMA  
86M.

(RKO)

(Technicolor)

ESTIMATE: Good offbeat Indian and Cavalry yarn.

CAST: Rod Steiger, Sarita Montiel, Brian Keith, Ralph Meeker, J. C. Flippen, Charles Bronson, Olive Carey, H. M. Wynsnt, Neyle Morrow, Frank de Kova, Tim McCoy. Written, produced, and directed by Samuel Fuller.

STORY: On the last day of the Civil War, rebel private Rod Steiger wounds U. S. Cavalry lieutenant Ralph Meeker with the final shot of the war. The bullet is removed at a field hospital and given to Steiger. Filled with bitterness at the surrender, he heads west to join the Sioux, the only nation still fighting the U. S. Subjected to torture, Steiger survives with the aid of Indian girl Sarita Montiel. He is accepted as a Sioux and marries Montiel. An agreement is reached between the Sioux and the U. S., whereby a fort is to be built on an agreed site. Captain Brian Keith is in charge, with Meeker as second officer, while Steiger is named by the Indians as scout and observer. An attack kills Keith, and Meeker takes over building the fort. Meeker is captured and tortured until Steiger uses his bullet for the second time, killing Meeker to put him out of his misery. He realizes he really belongs to the U. S.

X-RAY: Different in story content is this latest in the happenings in the early west. Because of the theme of a white man renouncing the U. S. and joining the Sioux, interest is kept on high throughout, with the unexpected occurring continually. There's loads of action once the film gets rolling. The acting is good, as are the direction and production, with the entry made all the better by the use of color. It should do as a programmer.

TIP ON BIDDING: Fair program rates.

AD LINES: "Any Man Who Could Beat The Arrow Could Live"; "Action And Thrills On The Western Plains"; "He Lived With Danger And Hate And A Desire To Kill."

(Additional Reviews on next page)





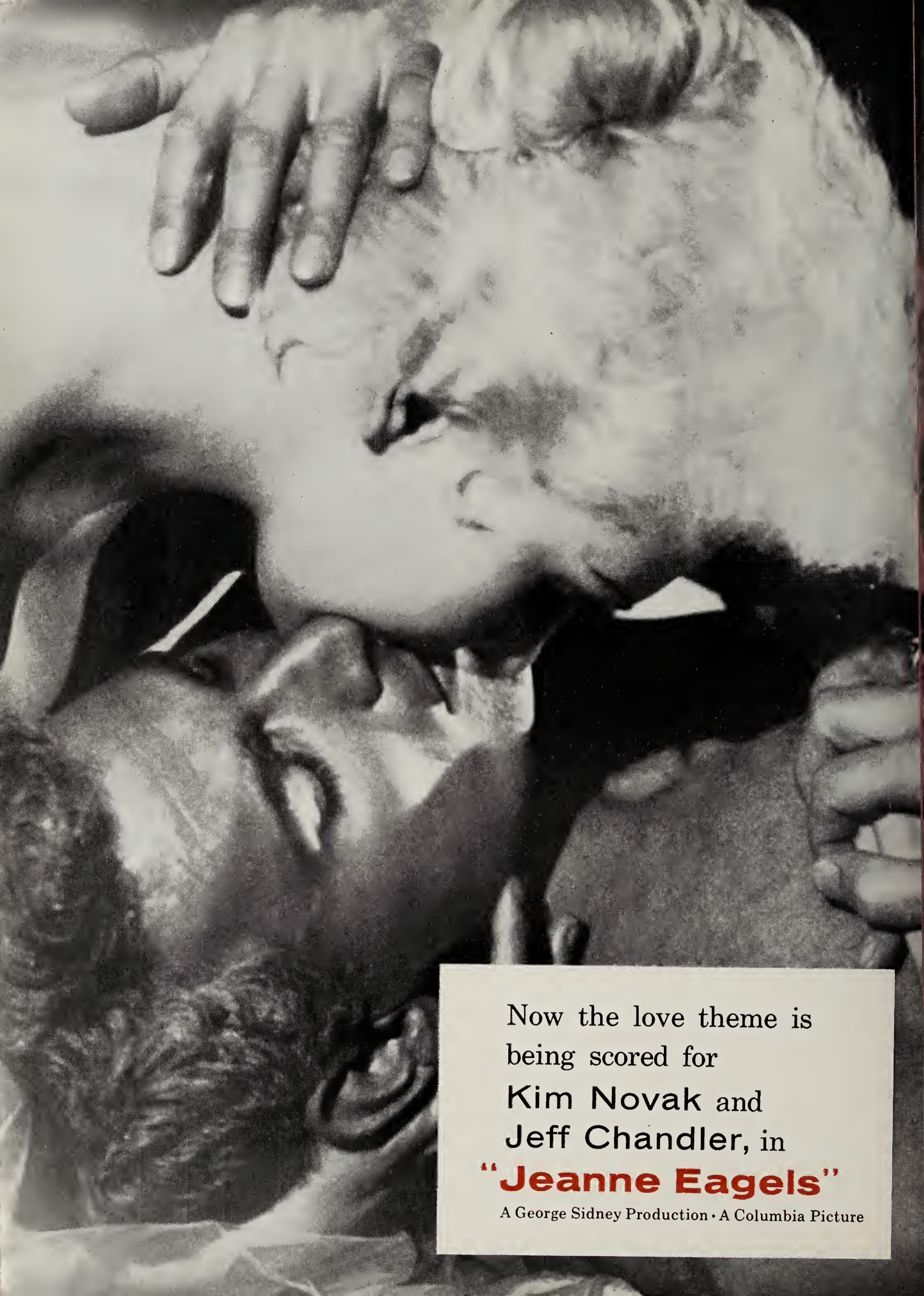


information is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	RANK	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
<b>Hold That Hypnotist</b> Bowery Boys  <b>Footsteps In The Night</b> Bill Elliott  <b>The Badge Of Marshal Brennan</b> Jim Davis, Arleen Whelan  <b>Dragon Wells</b> Massacre (CS-Color) Barry Sullivan, Mona Freeman, Dennis O'Keefe, Katy Jurado  <b>The Persuader</b> James Craig, Kristine Miller  <b>Destination 60,000</b> Preston Foster, Jeff Donnell  <b>The Oklahoman</b> (CS-Color) Joel McCrea, Barbara Hale  <b>Storm Out</b>  <b>Of The West</b> Dale Robertson, Lois Maxwell, Derek Bond	<b>The Man Who Turned To Stone</b> Victory Jory, Ann Doran  <b>Zombies Of Mara-Tau</b> Allison Hayes, Majorie Eaton  <b>Guns Of Fort Petticaat</b> (TC) Audie Murphy, Kathryn Grant  <b>The Tall T</b> (TC) Randolph Scott, Richard Boone, Pier Angeli, Mel Ferrer  <b>The Phantom Stagecoach</b> William Bishop, Kathleen Crowley  <b>The Strange One</b> Ben Gazzara, Julie Wilson  <b>Abandon Ship</b> Tyrone Power, Meli Zetterling, Lloyd Nolan (English-made)  <b>Hellcats Of The Navy</b> Ronald Reagan, Nancy Davis	<b>Invitation To The Dance</b> (TC) Gene Kelly  <b>Lizzie</b> Eleanor Parker, Richard Boone, Joan Blondell  <b>Designing Woman</b> (CS-Color) Gregory Peck, Lauren Bacall  <b>The Vintage</b> (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer  <b>Gaslight</b> (RE)  <b>The Postman Always Rings Twice</b> (RE)  <b>Tarzan And The Lost Safari</b> Gordon Scott, Betta St. John  <b>This Could Be The Night</b> (CS) Jean Simmons, Paul Douglas, Joan Blondell	<b>Hollywood Or Bust</b> (VV-TC) Dean Martin, Jerry Lewis  <b>The Rainmaker</b> (VV-TC) Burt Lancaster, Katharine Hepburn  <b>Fear Strikes Out</b> (VV) Anthony Perkins, Nancy Marchand  <b>Funny Face</b> (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)  <b>The Buster Keaton Story</b> (VV) Rhonda Fleming, Donald O'Connor, Ann Blyth,  <b>Gunfight At The O.K. Corral</b> (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming  <b>The Lonely Man</b> (VV) Jack Palance, Anthony Perkins, Elaine Aiken	<b>Reach For The Sky</b> Kenneth More  <b>Checkpoint</b> (EC) Anthony Steel  <b>D.C.A.</b>  <b>Battle Hell</b> (DCA) Richard Todd  <b>The Green Man</b> (DCA) (English-made) Alastair Sim, Jill Adams  <b>Every Second Counts</b> (Subtitled) Barbara Laage  <b>The Miller's Beautiful Wife</b> (Subtitled) (TC) Vittorio De Sica, Sophia Loren	<b>Accused Of Murder</b> (Tricolor) Naturama) David Brian, Vera Ralston  <b>Duel At Apache Wells</b> (Naturama) Anna Marie Albergheiti, Ben Cooper, Jim Davis  <b>Affair In Reno</b> (Naturama) John Lund, John Archer  <b>Hell's Crossroads</b> (Naturama) Stephen McNally, Peggie Castle, Barton MacLane  <b>Spoilers Of The Forest</b> (Naturama-Tricolor) Rod Cameron, Vera Ralston  <b>Man In The Road</b> Derek Farr, Ella Raines (English-made)	<b>Break In The Circle</b> Forrest Tucker, Eva Bartok  <b>Boy On A Dolphin</b> (CS-DC) Alan Ladd, Sophia Loren, Clifton Webb  <b>China Gate</b> (CS) Gene Barry, Angie Dickson, Nat 'King' Cole  <b>Krones</b> (Regalscope) Jeff Morrow, Barbara Lawrence  <b>She Devil</b> (Regalscope) Mari Blanchard, Albert Dekker  <b>Bad Lands Of Montana</b> Rex Reason, Margia Dean (Regalscope)  <b>The Way To The Gold</b> (CS) Jeffrey Hunter, Sheree North, Barry Sullivan	<b>The Iron Sheriff</b> Sterling Hayden, Constance Ford (Grand)  <b>12 Angry Men</b> Henry Fonda, Lee J. Cobb (Orion-Nova)  <b>War Drums</b> Lex Barker, Joan Tyler (Bel-Air)  <b>Monkey On My Back</b> Cameron Mitchell, Dianne Foster (Small)  <b>The Ride Back</b> Anthony Quinn, Lita Milan (Associates and Aldrich)  <b>Bailout At 43,000</b> John Payne, Karen Steele (Fine-Thomas)  <b>Gun Duel In Durango</b> George Montgomery, Ann Robinson (Peerless)	<b>The Night Runner</b> Ray Danton, Colleen Miller  <b>Gun For A Coward</b> (CS-EC) Fred MacMurray, Janice Rule, Jeffrey Hunter  <b>Mister Cory</b> (CS-EC) Tony Curtis, Marsha Hyer, Charles Bickford  <b>Kelly And Me</b> (CS-TC) Piper Laurie, Marsha Hyer  <b>The Incredible Shrinking Man</b> Grant Williams, Randy Stuart  <b>The Tattered Dress</b> (CS) Jeff Chandler, Jeanne Crain, Jack Carson  <b>Public Pigeon No. 1</b> (TC) Red Skelton, Vivian Blaine, Janet Blair (RKO)	<b>Paris Does Strange Things</b> (TC) Ingrid Bergman, Mel Ferrer (Made in France)  <b>Rebel Without A Cause</b> (RE) James Dean  <b>East of Eden</b> (RE) James Dean  <b>The Spirit Of St. Louis</b> (CS-WC) James Stewart  <b>The Counterfeit Plan</b> Zachary Scott, Peggie Castle (English-made)  <b>Untamed Youth</b> Mamie Van Doren, Lori Nelson, John Russell  <b>Shoot Out At Medicine Bend</b> Randolph Scott, James Craig, Angie Dickinson  <b>The Undead</b> Richard Garland, Pamela Duncan (American-Int.)  <b>Voodoo Woman</b> Marla English, Tom Conway, Touch Connors (American-Int.)	<b>Runaway Daughters</b> (American-Int.) Marla English, John Litel  <b>Shake, Rattle and Rock</b> (American-Int.) Fats Domino, Lita Gave  <b>Cinderella</b> (TC) (Buena Vista) (Disney)  <b>Flesh and The Spur</b> (Eastman Color) John Algar, Marla English (American-Int.)  <b>Naked Paradise</b> (Pathe Color) Richard Denning, Beverly Garland (American-Int.)  <b>The Undead</b> Richard Garland, Pamela Duncan (American-Int.)  <b>Voodoo Woman</b> Marla English, Tom Conway, Touch Connors (American-Int.)
<b>Let's Be Happy</b> (CS-TC) Tony Martin, Vera-Ellen  <b>Spook Chasers</b> Bowery Boys  <b>Hot Rod Rumble</b> Leigh Snowden, Wright King  <b>Aqua Dive Girl</b> Mara Corday, Pat Conway  <b>Love In The Afternoon</b> Gary Cooper, Audrey Hepburn, Maurice Chevalier  <b>The Disembodied</b> Paul Burke, Allison Hayes  <b>Daughter Of Dr. Jekyll</b> John Agar, Gloria Talbott  <b>Dino</b> Sal Mineo, Susan Kohner, Brian Keith	<b>Sierra Stranger</b> Robert Duff, Gloria McGhee  <b>The Garment Jungle</b> Lee J. Cobb, Kerwin Mathews, Gia Scala  <b>The Burglar</b> Dan Duryea, Jayne Mansfield  <b>Beyond Mombasa</b> (TC) Carmel Wilde, Donna Reed  <b>Clypso Heat Wave</b> Johnny Desmond, Merry Anders  <b>The Night The World Exploded</b> Kathryn Grant, William Leslie  <b>The Giant Claw</b> Jeff Morrow, Mara Corday  <b>The Heart Of Snow Business</b> (Knap Staub)	<b>The Little Hut</b> (Color) Ava Gardner, Stewart Granger, David Niven (Made in England)  <b>The Seventh Sin</b> (CS) Eleanor Parker, Bill Travers, George Sanders  <b>Something Of Value</b> Rock Hudson, Dana Wynter, Wendy Hiller  <b>The Bride Goes Wild</b> (RE)  <b>Our Vines Have Tender Grapes</b> (RE)  <b>Man On Fire</b> Bing Crosby, Irger Stevens, Mary Fickett  <b>Silk Stockings</b> (CS-MetroColor) Fred Astaire, Cyd Charisse, Janis Paige	<b>Omar Khayyam</b> (VV-TC) Carmel Wilde, Debra Paget  <b>For Whom The Bell Tolls</b> (RE) (TC) Gary Cooper, Ingrid Bergman  <b>Levi B. DeMille's The Ten Commandments</b> (VV-TC) (Made in Egypt) (Special Engagements)  <b>The Delicate Delinquent</b> (VV) Jerry Lewis, Darren McGavin  <b>Beau James</b> (VV-TC) Bob Hope, Vera Miles, Paul Douglas  <b>Loving Yau</b> Elvis Presley, Lizabeth Scott, Wendell Corey (VV TC)	<b>The Weapon</b> Steve Cochran, Elizabeth Scott, Herbert Marshall  <b>Journey To Freedom</b> Jacques Scott, Genevieve Aumont  <b>Time Is My Enemy</b> Dennis Price, Renee Asherson  <b>The Lawless Eighties</b> (Naturama) Buster Crabbe, Marilyn Sarris  <b>The Restless Breed</b> Scott Brady, Ann Bancroft (Color)  <b>Desk Set</b> (DS-DC) Spencer Tracy, Katharine Hepburn, Jean Blondell  <b>Two Grooms For A Bride</b> Virginia Bruce, John Carroll  <b>Wayward Bus</b> (CS) Jayne Mansfield, Dan Dailey  <b>Island In The Sun</b> (CS-DC) James Mason, Jean Fontaine, Dorothy Dandridge  <b>Lure Of The Swamp</b> Marshall Thompson, Joan Vohs  <b>God Is My Partner</b> (Regalscope) Walter Brennan, Marion Ross	<b>The Girl In The Kremlin</b> Lex Barker, Zsa Zsa Gabor  <b>The Deadly Mantis</b> Craig Stevens  <b>Man Afraid</b> (CS) George Nader, Phyllis Thaxter, Tim Hovey  <b>The Kettles On Old MacDonald's Farm</b> Marjorie Main, Parker Fennelly  <b>The Young Stranger</b> James MacArthur, Kim Hunter (RKO)  <b>Tammy And The Bachelor</b> (CS-TC) Debbie Reynolds, Leslie Nielsen  <b>Joe Butterfly</b> (CS-TC) Audie Murphy, George Nader, Burgess Meredith  <b>The Vampire</b> John Beal, Colleen Gray (Gardner-Levy)	<b>Saint Joan</b> Richard Widmark, Jean Seberg (Preminger)  <b>Sweet Smell Of Success</b> Burt Lancaster, Susan Harrison, Tony Curtis, Hecht-Hill-Lancaster  <b>Trooper Hook</b> Joel McCrea, Barbara Stanwyck (Fielding)  <b>The Big Caper</b> Rory Calhoun, Mary Costa (Fine-Thomas)  <b>Bayou</b> Peter Graves, Lita Milan (Fessler-Ripps)  <b>The Monster That Challenged The World</b> Tim Holt, Audrey Dalton (Gardner-Levy)  <b>The Vampire</b> John Beal, Colleen Gray (Gardner-Levy)	<b>Jim Thorpe, All American</b> (RE) Burt Lancaster  <b>The Winning Team</b> (RE) Doris Day  <b>Bright Leaf</b> (RE) Gary Cooper  <b>The West Point Story</b> (RE) James Cagney  <b>Strangers On A Train</b> (RE) Farley Granger  <b>Young Man With A Horn</b> (RE) Kirk Douglas  <b>Deep Adventure</b> (WC) Ross Allen, Dottie Lee Phillips  <b>A Face In The Crowd</b> Andy Griffith, Patricia Neal	<b>If All The Guys In The World</b> (French-made) (Buena Vista)  <b>Johnny Tremain</b> (TC) (Disney) Hal Stalmaster, Luana Patten, Jeff York (Buena Vista)  <b>Drag Strip Girl</b> Steve Terrell, Fay Spain (American Int.)  <b>Rack All Night</b> Dick Miller and Plattner (American Int.)		

**SYMBOLS USED ABOVE:** CS—CinemaScope, DC—Deluxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

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Now the love theme is  
being scored for

Kim Novak and  
Jeff Chandler, in

**"Jeanne Eagels"**

A George Sidney Production • A Columbia Picture

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# EXHIBITOR

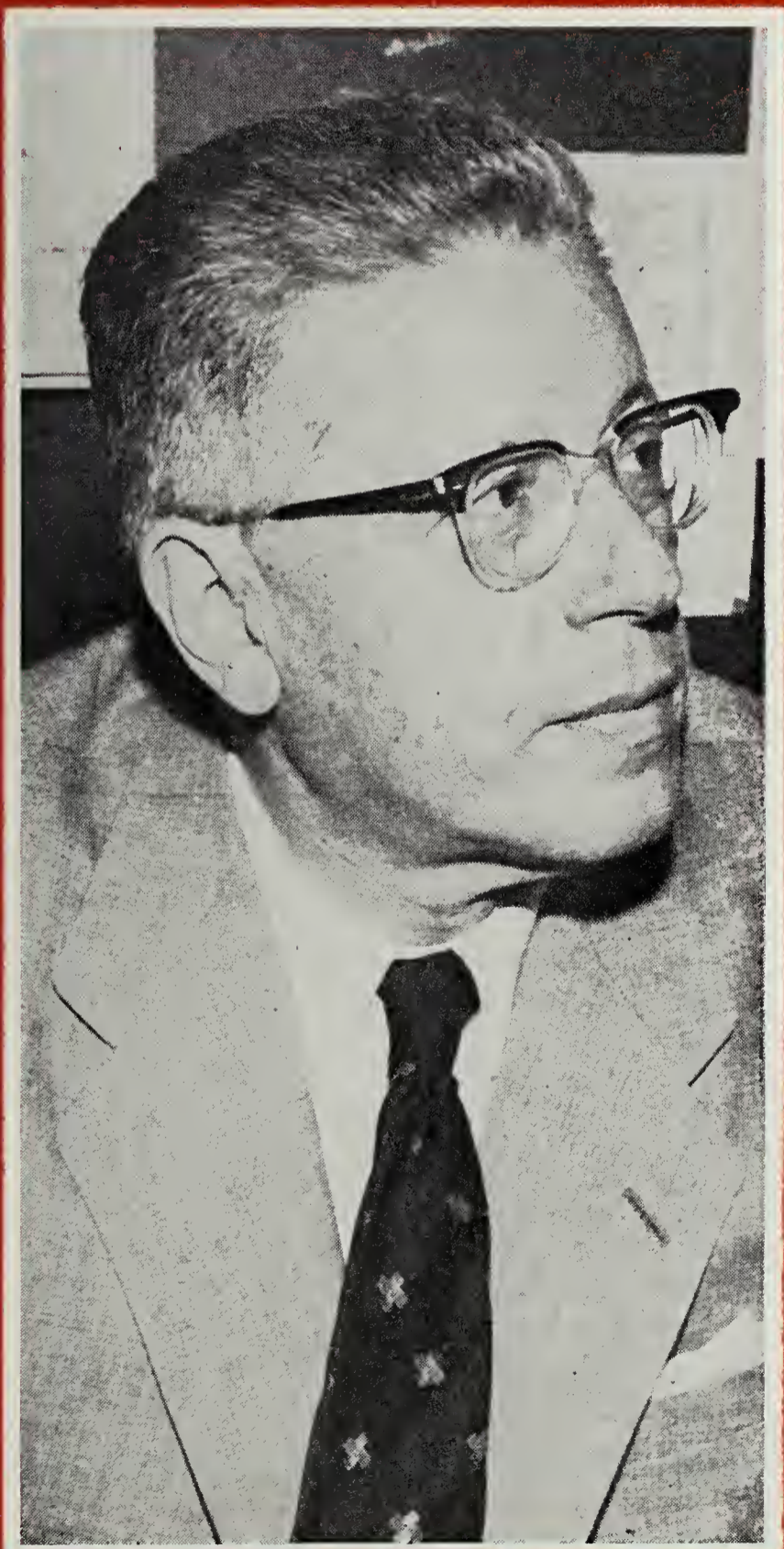
JUNE 19, 1957

VOLUME 58

NUMBER 8

IN TWO SECTIONS

• THIS IS SECTION ONE



## ***The Court... And "The Ten Commandments"***

editorial

## **"Commandments" Injunction Denied**

(page 9)






## **PCA Appeals Unit Expands**

(page 10)

**AND FEATURING: PHYSICAL THEATRE  
EXTRA PROFITS**

← Lawrence Weingarten, president, newly formed Avon Productions, with partner Pandro S. Berman, is typical of the current swing by producers once under studio contract to independent status. MGM will release.

# BINGO!

	14	87	72	39
31		5	23	61
99	7		11	3
4	28	15		91
81	33	44	7	

M-G-M presents A SOL C. SIEGEL PRODUCTION

Starring

**BING CROSBY**

In

**"MAN ON FIRE"**

Co-Starring

INGER STEVENS · MARY FICKETT · E. G. MARSHALL

With MALCOLM BRODRICK · RICHARD EASTHAM

Screen Play by RANALD MacDOUGALL

Based on a Story by MALVIN WALD and JACK JACOBS

Directed by RANALD MacDOUGALL

# BRAVO!

"Excellent! This looks like another winner for Crosby and producer Siegel." —SHOWMEN'S TRADE REVIEW

"Easily one of the Year's Best Pictures. A real story about real people." —HOLLYWOOD REPORTER

"A picture with heart and charm. Never have tears and laughter been so wonderfully blended."

—BOXOFFICER

"Producer Sol C. Siegel has delivered another fine production particularly appealing to women."

—DAILY (Coast) VARIETY

"High rating! Hard hitting! Adds up to box-office! Sneak preview audience had a wonderful time."

—M. P. EXHIBITOR

"Warm, winning entertainment... Crosby can take bows."

—FILM BULLETIN

**EXHIBITOR**
**JUNE 19, 1957**  
 VOLUME 58      NUMBER 8
**WE GOOFED!**

ALWAYS TRYING to further improve the theatre-wise buying-booking-management services as carried in **MOTION PICTURE EXHIBITOR**, with the June 5 issue we "streamlined" the yellow **CHECK-UP** reference index to all pictures released during the past 12 months. (See Part 2 of this issue.) In doing so, we dropped out the old Production Numbers that seemed no longer to serve a useful purpose, and we moved the lists of pictures "to be reviewed and in production" into the Studio Survey Department where they seemed more logically to belong.

And then all heck broke loose!

The accounting department of a large circuit wanted the Production Numbers because they used them instead of titles in their bookkeeping machine codes. A theatreman out in the middle west had a "product split" arranged with his competitor, based on alternate Produc-

tion Numbers. Scores of circuit bookers and independent owners with early runs wanted to know what was coming, even in advance of the actual reviews. In all, right up to press time, we have received several hundred "blasts" at our daring to change what subscribers found so useful.

So! While time didn't permit changing again for this issue, most of the protests will be cared for with the **CHECK-UP** scheduled for the issue of July 3. Back go the Production Numbers. And back go the listings of early releases.

Maybe it's a good thing to pull a quick change every now and then. Just to see how many theatremen are using **MOTION PICTURE EXHIBITOR** and have enough regard for it to shout their protests when we goof.

In the meantime, our face is red!

**THE COURT . . . AND "THE TEN COMMANDMENTS"**

FROM all reports on the Federal District Court hearings in Philadelphia on June 11, 12, and 13, Judge Grim had the layman's usual difficulty in understanding the complexities of the entertainment business. As a result, he had to depend to a great extent on his own basic common sense, on the facts developed by the lawyers on both sides, and on the honesty and sincerity of the witnesses. And in this latter department, the testimony of Charles Boasberg, Paramount's specialist on the distribution of "**THE TEN COMMANDMENTS**," seemed to be the most impressive and to really swing the decision. There was much speculation, among the theatremen in attendance, as to what the decision might have been if Mr. Boasberg had been less able in describing the problems involved, and the needs which existed for special policies, which might never again be repeated on another picture. He was the perfect witness who skillfully avoided many obvious pitfalls.

So the case of the 15 Philadelphia area theatres against Paramount's sales methods on "**THE TEN COMMANDMENTS**" (see Editorial: "WHEN IS A KEY RUN NOT A KEY RUN?"—issue of June 12) developed into an isolated incident that decided nothing and forced no conclusions, except that "**THE TEN COMMANDMENTS**" is not a normal motion picture.

Whether it had influence on the judge or not, there was one statement made by Mr. Boasberg that will find wide agreement among more thoughtful theatremen. This was Mr. Boasberg's view that a too rapid playoff in 20 or 25 second-run theatres, in any metropolitan area, would not only result in a lower gross, but would actually prevent many people from seeing the picture.

In other words, that a fast in-and-out in a number of multiple runs would not be good for business. Oddly enough, it was this same judge who sat on the recent Norristown case, in this same metropolitan area, and who rendered the decision that materially increased the number of these same multiple runs. The conflict is obvious. And yet, even the opposing litigants would very probably be more prone to agree with Mr. Boasberg's knowledge than with the judge's recent decision in the Norristown case.

Here is the perfect example of the crying need for arbitration in this industry of ours. But only arbitration by people who know this business. With the most honorable intentions, courts have tried to settle our problems with contrary opinions that have only further involved us in impossible competitive situations. Now we are just more "snafu-ed" than ever.

A little more than 10 years ago, Philadelphia's second-run key situations numbered only nine. In the scramble for improvement of run to offset higher percentage demands, more and more theatres claimed 28 day—or second-run—status. And actual legal action, or threats of legal action, got similar concessions for others. The result today is 37 second-run theatres.

In a situation such as this, any sincere industryite, interested in the industry's healthy grosses from box-office admissions, must agree with Mr. Boasberg. The massing of so much playing time into a week or less must adversely affect the number of paying patrons. **MOTION PICTURE EXHIBITOR** has recognized this situation in the past, with numerous editorials suggesting pricing inducements to encourage a sizeable number of such

theatres to move back seven, 14, or even 21 days (see Editorial: "PEACE . . . AND 5% LESS FILM TERMS"—issue of March 6). And we can hope that under the pending arbitration system something like this can be implemented. When it happens, this will be a more prosperous business for everyone—large and small.

\* \* \*

And now an aside to the Paramount attorney who "cracked" that our editorial of June 12 on this Philadelphia situation, when read into the testimony as a professional summary of the facts involved, was "prejudiced" because written by "an exhibitor."

### AS A TV COLUMNIST SEES TOLL-TV

WHEN WE WRITE about toll-TV we can be accused of bias or prejudice due to its possible effect on our thousands of theatre subscribers. We aren't friendly to toll-TV, and we admit it. So we must be pardoned a frank grin when we are able to publish the following quotes from the TV column by Jack Gould, as published in the May 29 issue of THE NEW YORK TIMES.

Speaking of the recent report by the Federal Communications Commission, Gould says in part:

*"There are enough problems, social, legal, technical, and economic, to keep the idea of toll-TV tied up for years.*

*"The F.C.C. document is a delightful illustration of bureaucratic resourcefulness in boxing the compass. The commission said that it had reached the conclusion that it had the authority to authorize a system whereby a viewer might pay for the programs that he sees. In another breath it left the way open to run to Congress and make sure it was legally on base.*

*"The commission said it had decided that a trial demonstration of subscription television was indispensable to reaching a sound judgment. Then it raised 11 specific points about how such a demonstration should be conducted and indicated the possibility of a whole new set of oral hearings on the test.*

\* \* \*

*"The creation of a paying audience, of course, will depend on the type of programs available; the shows either must be better than what it gets for free or not available on existing stations. This transitional chicken-and-egg stage of development should be intriguing. Will the baseball-club owner forego the hundreds of thousands from an advertiser and be happy for several years with the pittance from a relatively few pioneer toll viewers? Will the broadcaster sacrifice present commercial revenue and black out most of his audience in order to gamble on a system that conceivably might not be permanently authorized? Which film producer will be*

### PAGING 120,000,000 MRS. RICHARDS!

UNDER the heading "VOICE OF THE PEOPLE," on the editorial page of the important New York Daily News of June 5, there was a letter from a Mrs. J. Richards, Lyndhurst, N. J., that should promote a wry grin. It went thisaway: "This proposed pay-as-you-see TV is outrageous. We might as well live in Russia. I can tell you one thing: if this goes through, I for one will get

We of MOTION PICTURE EXHIBITOR will always be "prejudiced" for what we feel is right, and for what we feel is best for this industry. All of it! No one asked us to prepare the summary in our editorial. No one was consulted on the contents of this editorial. And no one read it or saw it until it was in its final page form. We of MOTION PICTURE EXHIBITOR do our own thinking. No one helps us. And we receive no retainer or fee.

We are sorry if our professional knowledge of our business didn't furnish this attorney with a "claque." But we don't "claque" for anyone!

And that's that!

*the first to jeopardize present earnings by throwing in his lot with a system that will doom his present partners—the exhibitors?*

\* \* \*

*"In its report the communications commission speaks of the capacity of subscription television 'to enlarge the selection of program fare, now or foreseeably, available under the present system.' This interest reflects the amusing notion that over the long haul toll operators will dedicate themselves to the fine cultural interests and leave mediocrity to the advertisers.*

\* \* \*

*"Toll-TV is still an intriguing idea and at this early stage no one can foresee its ultimate course. But instead of trying to solve all the problems by itself there would seem something to be said for the commission forthrightly taking a stand and authorizing the system.*

*"This at least would have the virtue of perhaps permitting a Supreme Court review or formally bringing the matter to the attention of the Senate. Any decision is ultimately going to attract both judicial and Congressional notice. Resolutions in the show business are not passed in the dark.*

*"If these hurdles are passed, then let the TV operators emerge from behind their promotional barricades and see if they can survive in a market where their customers are conditioned to receiving their entertainment on the cuff. There simply cannot be a meaningful test of pay-as-you-see if there is the risk of a legal case upsetting the whole appletart. Yet that, in essence, is the unrealistic procedure just adopted by the F.C.C."*

And these, good readers, are not our words, but those of a TV expert as published in a daily newspaper of no small stature.

We may agree with every single word and thought, however. And we are particularly pleased to be able to draw them to your attention as a reassurance that can be considered objective and unbiased.

*rid of my TV set and go back to the radio and movies."*

Hurray for Mrs. Richards! Now if we can have the F.C.C. approve toll-TV, and if we can multiply Mrs. Richards's thinking by 120,000,000 patrons, then we'll buy the Coupe de Ville, let Johnny go to Harvard, and etc., etc., etc.

It's still Spring—ain't it?

**Jay Emanuel!**

# All-Time Record in New Orleans!

This is a fast message unless its deferred character is indicated by the proper symbol.

TELEGRAM

W. P. MARSHALL, PRESIDENT

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TAMMY AND THE BACHELOR TODAY ESTABLISHED A NEW ALL TIME RECORD FOR ONE DAYS BUSINESS IN THE JOY THEATRE STOP GROSS FOR THE FIRST 4 DAYS OF THIS ENGAGEMENT FAR EXCEEDS ANY 4 CONSECUTIVE DAYS IN OUR HISTORY STOP TAMMY AND THE BACHELOR IS GRAND ENTERTAINMENT IN EVERY SENSE OF THE WORD AND THE PEOPLE LOVE IT  
MONTY MONTGOMERY AND ERNIE MAC KENNA.  
JOY THEATRE

..and *Smash Business* in Salt Lake City,  
Boston, Baton Rouge, Biloxi, Savannah  
*Big* in first openings everywhere!

UNIVERSAL-INTERNATIONAL presents

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**TAMMY** and the **BACHELOR**

CINEMASCOPE • TECHNICOLOR®

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LESLIE NIELSEN • WALTER BRENNAN

MALA POWERS • SIDNEY BLACKMER • MILDRED NATWICK with Fay Wray

Directed by JOSEPH PEVNEY • Screenplay by OSCAR BRODNEY • Produced by ROSS HUNTER



FROM 20<sup>TH</sup> IN JULY...

# AN UNFORGET



*from the moment he touched her...*



# TABLE EVENT

# Cary Grant

# LOVES

# Deborah Kerr

on the Mediterranean... across an ocean  
and all over New York!

IN  
LEO McCAREY'S

# An Affair to Remember

CINEMASCOPE COLOR by DE LUXE

with  
RICHARD DENNING • NEVA PATTERSON • CATHLEEN NESBITT  
ROBERT Q. LEWIS • CHARLES WATTS • FORTUNIO BONANOVA

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# House Raps Justice Department For Approval Of AB-PT Merger

WASHINGTON — The House Judiciary Committee in submitting a report on its investigation of the television broadcast industry last fortnight reported as follows: "The Committee concludes that the Department of Justice was derelict in permitting United Paramount Theatres, Inc., to merge with American Broadcasting Company; and its conduct fell far short of that required in the administration and enforcement of the anti-trust laws."

The Committee absolved the Federal Communications Commission of blame; but said the Justice Department failed to move in, although warned, until four months after the merger hearing had been conducted and nothing was left but formal decision. Then, Attorney General James P. McGranery wrote to FCC "suggesting that consummation of the proposed merger might substantially lessen competition in both the broadcast and the motion picture industry."

The Committee discussed Broadcast Music, Inc., in its relationship to the radio-TV industry and its competition with ASCAP and recommended that the Justice Department determine whether

these operations are in violation of the anti-trust laws.

The Committee also suggested that the FCC adopt a code of ethics governing its own behavior as well as that of its staff and those with whom it does business.

The Justice Department, on the other hand, was commended for progress in a current probe of the broadcast industry. The report decried industry domination by NBC and CBS; but suggested that removal of competitive barriers and reaffirmation of anti-trust law principles, rather than direct Government regulation hold the cure. It was suggested that FCC should change the option time rule in the light of legal objections cited; and this led to a proposal that a decree of divorcement of production from exhibition may be required in the broadcast industry as it was found desirable in the motion picture field. It was also pointed out that current network talent contracts indicated that NBC is engaging in artist management practices of the kind that prompted Justice Department action that resulted in NBC and CBS divorcing themselves from artist and concert bureaus.

## BROADWAY GROSSES

(As of this Monday)

### "Island," "Prince" Open Big

NEW YORK—Two big openings, 20th-Fox's "Island In The Sun," Roxy, and Warners' "The Prince And The Showgirl," Radio City Music Hall, hyped Broadway first-run business last weekend, but the remainder was pretty dull.

"The D.I." (Warners). Paramount (\$47,654)\*—Second week to hit \$25,000.

"Island In The Sun" (20th-Fox). Roxy (\$81,388)—Thursday through Sunday accounted for \$78,720, with the initial session sure to top \$98,000. Stage show.

"The Prince And The Showgirl" (Warners). Radio City Music Hall (\$146,192)—Thursday through Sunday garnered \$95,000, with the first week bound to exceed \$150,000. Stage show.

"Gunfight At O.K. Corral" (Paramount). Capitol (\$39,813)—Third week heading toward \$29,000.

"Face In The Crowd" (Warners). Globe (\$11,854)—Still okay with \$19,000 sure for the third week.

"Scandal In Sorrento" (DCA). Mayfair (\$15,087)—Opened to a \$12,000 week.

"Something Of Value" (MGM). Astor (\$24,578)—Sixth week down to \$15,000.

"The Wayward Bus" (20th-Fox). Victoria (\$21,930)—Second week claimed at \$10,000.

"Monkey On My Back" (UA). Loew's State (\$18,644)—Third, and last week, heading toward \$11,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

### Exhibs Sue For \$900,000

PHILADELPHIA—A \$900,000 treble damage anti-trust suit was filed in U. S. District Court here last week by 608 Hamilton Street Corporation, Joseph Rosshheim, and Midway Amusement Company, all of Allentown, Pa., against Allied Artists, Columbia, Loew's, Inc., Paramount, RKO, Republic, 20th-Fox, United Artists, Universal, Warners, Buena Vista, Fabian Theatres Corporation, A. R. Boyd Theatres, and Max M. Korr Enterprises.

Among other charges are those of restraint of trade, tampering with sealed bids, disclosing bids to the opposition, unfair allocation of product, manipulation of availability dates, etc.



## The NEW YORK Scene

By Mel Konecoff

THE OTHER DAY National Theatres press agent Jim Hardiman got on the phone and asked, "How would you like to go on a boat ride?" There was a moment's hesitation on our part as we visualized a lengthy ocean voyage to France or England. After we agreed, he told us the Norwegian sailing vessel, the S.S. Christian Radich, was in town and would take press representatives on a short sail to show them a bit of what was to be found in the forthcoming new process film, "Cinemiracle Adventure."

It seems that the cameras recorded the vessel's entire voyage of 17,000 miles under sail, leaving Norway and touching Puerto Rico, Virgin Islands, Trinidad, Tobago, Curaco, Key West, Miami, and New York.

We circled about half of Manhattan Island after a bit of difficulty clearing the pier into which a tug had nudged us, and after that it was across Long Island Sound to the Merchant Marine Academy at Kings Point, where visitors got a chance to look around and witness a warm welcome to representatives of the Norwegian ship.

Russell Downing, president, Radio City Music Hall, was along and had a really narrow escape aboard. As he and a few others stood talking on the deck, he felt a small object give his wrist a glancing blow. When he looked down, he discovered the object to be a sharp knife that had fallen from the case of one of the sailors aloft. It seems that the handle part had hit him. We'll bet he'll remember that day for some time.

Nothing exciting happened to us, and in view of the foregoing, we like it better that way.

THE METROPOLITAN SCENE: Prudential's Bayshore (Fifth Avenue) Drive-In is also known as "St. Anne's Drive-In Church," with Masses being held three times every Sunday morning. It's been quite successful to date and has proved a wonderful public relations move. . . . New York's Summer Festival is launched with the world premiere of "Island In The Sun" at the Roxy, with all types of celebrities in attendance including UN representatives, etc. . . . Wynn Lowenthal has joined the publicity staff at Warners, sez Mike Hutner. Wynn was another RKO casualty and a former trade paper staffer. . . . "Sweet Smell Of Success" is out in pocket book form, and according to press agent David Golding it's "as explosive as a pocketful of firecrackers looking for a match." . . . Rock 'n' Roll hits the Paramount again for a week starting July 3 when Alan Freed brings another of his shows there. . . . The Free Milk Fund For Babies, Inc., realized \$32,250 from the benefit world premiere at Radio City Music Hall of Warners' "The Prince And The Showgirl." Mrs. William Randolph Hearst, founder and president of the Fund, was chairman of the benefit. . . . News that the Mayor's committee studying the effect of the admissions tax had submitted its report was of interest to all exhibitors.

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# Injunction Denied In 'Commandments' Case

## Special Run Status Of DeMille Epic Is Upheld By Court; Second Runs Lose Clearance Battle

PHILADELPHIA—Judge Allan K. Grim in U. S. District Court last week denied a preliminary injunction in the complaint of Fried Management Company, Harry L. Dembow, N. Herman Bornstein, Milton Amusements, Inc., William Goldman Theatres, Inc., Ridge Theatre Corporation, Melvin H. Koff, A. M. Ellis Theatres Company, Main Line Theatres, Inc., 309 Drive-In Theatre Corporation, and Downtown Amusement Company against Paramount Film Distributing Corporation under the anti-trust acts charging violation of the consent decree in a selling plan for "The Ten Commandments" outlined by the company on May 21.

The plaintiffs had demanded that the defendant be ordered to license "The Ten Commandments" so that it may be made available for exhibition at their theatres 20 days after completion of its exhibition at the Randolph, Philadelphia; that the defendant be enjoined from licensing this film to any theatre in the Philadelphia area except in accordance with the normal plan of distribution to "key-run" theatres; that the defendant be enjoined from accepting any bids or executing any distribution plans as outlined in their bid letter of May 21; and that the defendant be enjoined from arbitrarily imposing an unreasonable clearance upon the plaintiffs with respect to the licensing for exhibition at plaintiff's theatres of "The Ten Commandments" or any other feature.

Fried Theatre Management operates the City Line Center, Philadelphia; the Suburban, Ardmore, Pa., and Anthony Wayne, Wayne, Pa.; Dembow operates the Media, Media, Pa.; Bornstein operates the Hatboro, Hatboro, Pa.; Milton Amusements operates the Iris, Philadelphia; William Goldman Theatres operates the Esquire and State, Philadelphia; Ridge operates the Roxy, Philadelphia; Koff operates the Keswick, Glenside, Pa.; Ellis operates the Erlen and Rockland, Philadelphia; Main Line operates the Main Line Drive-In, Devon, Pa.; 309 Drive-In operates the 309 Drive-In, Montgomery County, Pa.; and Downtown operates the Oxford, Philadelphia.

Highlights of the three-day hearing were the testimony of Harry N. Pennys, Fried Theatre Management Company, only witness for the plaintiffs; and that of Charles Boasberg world wide sales manager for "The Ten Commandments" for Paramount, only witness for the defense.

Counsel for the plaintiffs claimed that "if Paramount gets away with this new system of clearance which creates false competition, upsets the historical system, etc., it will set a new national pattern" and that "the loss of their key run status to the theatres is greater to them than the loss of his particular picture" and "that the clearance system never before was violated." At one point an attorney for the

## TOA Urges Members To Rally Toll-TV Foes

NEW YORK—Theatre Owners of America last fortnight urged members in a bulletin to advise "every parents' association, school, labor union, civic association, veterans' organization and Government bureau" that they act "without delay" in informing the FCC in Washington that "they are opposed to any test of toll-TV because they know they will be deprived of a right which they have always enjoyed."

The bulletin said that communications sent to the FCC "should state in positive terms that the public interest demands that toll-TV—or any test of toll-TV should not be permitted."

July 8 has been set by the FCC as the deadline for the receipt by it of written comments bearing on the question of whether toll-TV is in the public interest.

plaintiffs read into the record an editorial from MOTION PICTURE EXHIBITOR of June 12, "When Is A Key Run Not A Key Run?"

Counsel for Paramount claimed "these were intermediate special runs between first and second runs; that the company has the right to distribute its product as it sees best providing no laws are violated and there is no conspiracy."

Boasberg claimed the company was interested merely in getting the most possible rental money out of the picture in the area, where he estimated 1,400,000 people must see the picture in order for the company to get \$900,000 or this area's quota of the \$25 million dollars Paramount must get back in film rental to break even on the picture. He maintained this picture is being sold without clearance to anyone; that these additional special engagements are a necessity.

He continued that five theatres in Philadelphia proper had been awarded the picture; nine in the Philadelphia area. He estimated that the company would obtain \$250,000 in rental under the new plan from these houses, which he estimated would play the film from six to eight weeks on a "hard ticket policy" but not necessarily with reserved seats.

Boasberg stated that up to June 8 "The Ten Commandments" had grossed \$7,031,000 in film rental in 165 U. S. engagements, from which must be deducted advertising, print costs, distribution fees, etc.

He said the new plan for continued local showings was set up when grosses at the Randolph fell off so that its continuance there was no longer profitable; and that he doesn't know the sales policy on the film after it plays these nine area houses, which, he insisted, are additional special engagements with no clearance to anyone.

The Paramount executive let drop the fact that "Commandments" is a 70 per cent film, but that this graduates on the length of the run with the rental "so far" at the Randolph \$340,000, out of which

## Anti Toll-TV Group Plans New Arguments

NEW YORK—The Committee Against Pay-As-You-See-TV last fortnight announced plans to file informal statements with the Federal Communications Commission.

In one memorandum, the committee will ask permission to reply to comments filed with the FCC by the July 8 deadline set by the commission for the submission of communications bearing on the question of whether toll-TV is in the public interest.

Another will deal with the FCC's actual comments, it was said, while the third will serve as a reply to the comments concerning all aspects of the toll-TV question filed with the commission.

Phil Haring, co-chairman, Committee Against Pay-As-You-See-TV, agrees with Senator Oren Harris, chairman, House Commerce Committee, who has asked the FCC to detail its reasons for believing it has the authority to sanction toll-TV.

Senator Harris' request went to the Commissioners at a meeting last week and it is estimated that a reply may take 10 days.

He had previously questioned the FCC whether experimental pay-TV licenses may be granted under existing law. The Commission replied that it considered it has the power but needs additional testimony on methods and on public interest and that it would ask Congress for additional legislation if further inquiry indicates a need.

Congressman Harris has taken this to mean the Commissioners are uncertain whether present law is adequate and consequently has requested a brief detailing its legal analyses precisely.

## Sidney Heads SDG

HOLLYWOOD—For the seventh consecutive term George Sidney was reelected as president of the Screen Directors Guild at a membership meeting last fortnight.

Rouben Mamoulian was elected first vice-president; George Stevens, second vice-president; Leslie Selander, treasurer; and John Sturges, secretary.

The Guild presented its first annual award for the best direction of a foreign language film to Federico Fellini for "La Strada" and conferred life membership on Donald Crisp.

must come advertising. Boasberg said to play 22 day and date engagements would be "suicidal" to Paramount and against public interest in this "unique" instance since the film would be "in and out" too soon. He said the company cannot recoup its investment from special engagements alone and that he hopes that eventually "every theatre in America will play the picture."

Edwin P. Rome and Sylvan M. Cohen were co-counsel for the exhibitors, while Bernard Segal, former Chancellor of the Bar Association, and Arlin R. Adams represented Paramount.

# Production Code Appeals Board Now Includes Exhibitors, Indies

NEW YORK—The board of directors of the Motion Picture Association of America last week established a new Production Code appeals board and at the same time reaffirmed its own strong support of the Code.

The new appeals board will consist of the MPAA president and board of directors and a matching number of members appointed from exhibition and from production outside the MPAA membership.

In an accompanying statement, the members of the MPAA board of directors unanimously reaffirmed their pledges to adhere to the Code and its operations. The statement said:

"The action taken today will greatly strengthen the Code. This was our desire and our purpose.

"We shall continue, of course, to submit our pictures to the Production Code Administration and will not distribute a picture unless it has been given a Code seal of approval.

"The addition of exhibitors and non-member producers to the new appeals board will truly make the Code system representative of the entire industry.

"We are proud to recognize our responsibility to the public that we serve. The Production Code embodies this responsibility. We have always endeavored to adhere to the standards of the Code in our pictures. We shall always do so."

The nine member companies signing this statement were Allied Artists, Columbia, Loew's, Inc., Paramount, Republic, RKO, 20th-Fox, Universal, and Warners.

As the MPAA representation today on the appeals board would be 10—nine directors and the president—there would be appointed 10 exhibitors and non-member producers, making a combined total of 20 on the board.

The MPAA president, who will serve as chairman of the appeals board, will appoint the exhibitors and non-member producers to the board. The terms are for one year, and members shall be eligible for reappointment.

Up to now the MPAA board has had sole authority to hear appeals from the Production Code Administration. It retains the sole authority to amend or revise the Code itself.

The new appeals procedure provides that any MPAA members refusing to abide by a decision of the appeals board shall be expelled from the appeals board.

The board unanimously adopted the changes upon recommendation of its Committee on Self-Regulation which has been studying the Code system for several months.

## SW's Wirth Dies

NEW YORK—Ben Wirth, 52, head of Stanley Warners' real estate department, died last week at home after a long illness. He is survived by his wife, his son, daughter-in-law, two grandchildren, two brothers, and two sisters.

Wirth was in the real estate department for 27 years and before that with Warner Brothers Pictures.



Kenneth N. Hargreaves, president, Rank Film Distributors of America, seen with his wife and sons, Colin and John, right, recently arrived in New York to take up residence in Manhattan.

## Stellings Hails Harmony

OLD POINT COMFORT, VA.—The Virginia Motion Picture Theatre Association held their annual convention last week at the Chamberlain Hotel here.

In an address before the group, Ernest G. Stellings, president, Theatre Owners of America, praised highly the way distribution has kept faith with exhibition in its promise to extend help to theatremen in cases of distress.

The TOA head said he was "happy" to inform them that the attitude and feeling which exists in our industry is probably "the most harmonious, most progressive, and most cooperative it has ever been."

He said that the progress being made toward evolution of an industry system of arbitration and conciliation leads him to "believe and hope" that he will see "a complete arbitration and conciliation system on the way in the very near future."

## ATONJ Reelects Stern

NEW YORK—At a meeting held last week Sidney Stern was reelected president of Allied Theatre Owners of New Jersey.

Also reelected were Howard Herman, north Jersey vice-president; John Harwan, south Jersey vice-president; A. Louis Martin, treasurer; Richard Turteltaub, secretary; and Irving Dollinger, chairman of the board.

The principle matter taken up at the meeting was a current clearance problem in the north Jersey area centering around a move-up in runs by some drive-ins which are playing day and date with key 14-day runs.

## Brightness Meter Developed

HOLLYWOOD—Bill Kelley, Motion Picture Research Council technical director, last week announced the development of an inexpensive and accurate screen brightness meter that can be operated without any special training. It will enable theatres to make regular checks of screen light so that they can furnish studios with pertinent and accurate information on print density for release prints.

## Buena Vista Prepares For Sales Convention

NEW YORK—Buena Vista will hold its second national sales convention, combined with its first international sales convention, the week of Aug. 26 at Walt Disney's Burbank studio. The announcement was made last week by Leo F. Samuels, general sales manager of Buena Vista.

Samuels, who returned from Burbank, after an extended stay and a series of conferences with Walt Disney studio executives, stated that the decision to schedule the sales convention at this time was prompted by the unprecedented and important array of Disney pictures near completion for release in the near future, and Disney product now in preparation.

The convention, termed a delegate's conference rather than an administrative one, will be largely in the hands of Buena Vista district managers and sales personnel. The format was arrived at to give the attending delegates the greatest opportunity to discuss activities in their individual districts and to present a collective survey of the national situation.

All delegates will view and discuss the extensive production schedule of forthcoming Disney major productions. The agenda will include screenings of the completed "Perri," Disney's first True-Life Fantasy, and "Old Yeller," starring Dorothy McGuire and Fess Parker; daily rushes of "The Light In The Forest," based on Conrad Richter's famous novel starring James MacArthur, son of actress Helen Hayes and the late Charles MacArthur; sequences from "Sleeping Beauty," Disney's most elaborate and expensive all-cartoon feature; and a program of special short subjects including new one-reel cartoons.

## Warners Suit To Be Tried

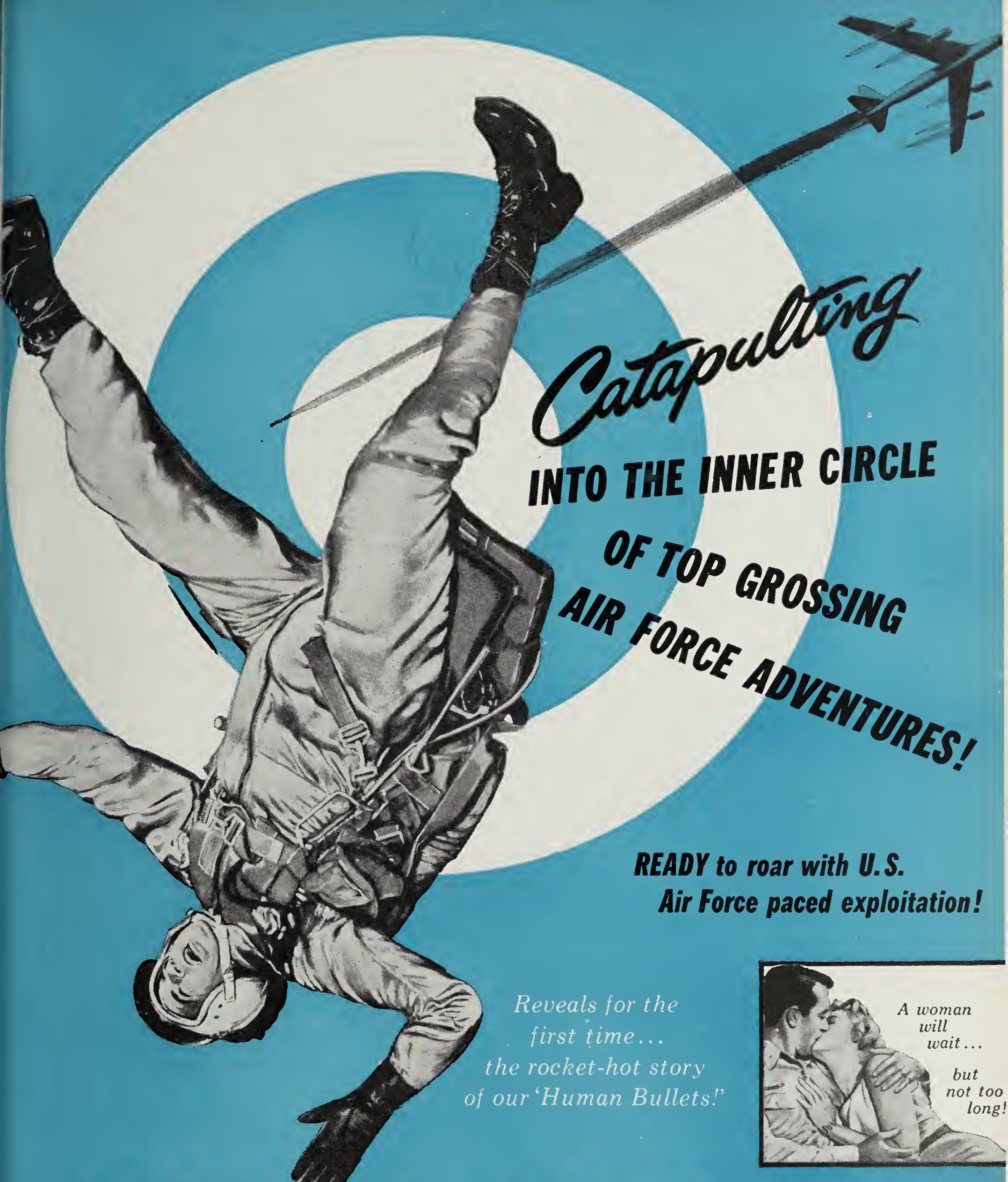
WASHINGTON—The U. S. Supreme Court ruled last fortnight that a year-old stockholders' suit against executives of Warner Brothers Pictures, alleging fraudulent wastage of assets, must be placed on the trial docket.

A District Court has dismissed the case on the ground that jurisdiction was lacking. A Circuit Court of Appeals confirmed that ruling, but the Supreme Court has sent the issues back for trial on the merits.

The action was brought by Charles B. Smith as special administrator of the estate of Edward E. Birn, deceased, who was a stockholder in Warners. It was based on alleged fraudulent wastage of Warners' assets resulting from contracts which had been entered into between Warners and United States Pictures, Inc., owned by Milton Sperling, son-in-law of a director of Warners.

## MGM Trailers From NSS

NEW YORK—Beginning Sept. 1, trailers for MGM releases will be distributed by National Screen Service, it was announced last week. The move was made only after careful consideration of the best interests of MGM's exhibitor customers and the company, according to Charles M. Reagan, vice-president and general sales manager of Loew's, Inc.



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OF TOP GROSSING  
AIR FORCE ADVENTURES!**

**READY to roar with U.S.  
Air Force paced exploitation!**

*Reveals for the  
first time...  
the rocket-hot story  
of our 'Human Bullets!'*



*A woman  
will  
wait...  
but  
not too  
long!*

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Starring **JOHN PAYNE** • **KAREN STEELE** • **PAUL KELLY** • Co-starring **RICHARD EYER**

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Directed by **FRANCIS D. LYON** A **PINE-THOMAS-SHANE** Production

**THRU  
UA**

# 21 Neighborhood First-Runs Set To Present 12 U-I Films In Chi

CHICAGO — Twenty-one neighborhood theatres, which normally show motion pictures after they have played downtown Chicago, have made arrangements to be the first theatres in Chicago to play a number of U-I films, it was announced by a committee representing the participating exhibitors. Twelve pictures have already been firmly set for these first run neighborhood showings.

The committee pointed out that the theatres involved are so situated geographically that they blanket Chicagoland and that no neighborhood is more than minutes away from one of the participating theatres.

In order to inform Chicagoans of this new neighborhood first-run program, a comprehensive advertising, publicity, and promotion campaign is presently being developed. It will include large blocks of advertising space in metropolitan Chicago dailies and neighborhood papers, the bringing of motion picture personalities to many areas in Chicagoland, and the development of neighborhood promotional campaigns on a level usually reserved for major downtown premieres.

The 12 pictures involved are "Night Passage," "Interlude," "Tammy And The Bachelor," "Joe Butterfly," "Public Pigeon No. 1," "Kelly And Me," "The Midnight Story," "The Kettles On Old MacDonald's Farm," "Run Of The Arrow," "That Night," "Man Afraid," "Joe Dakota."

The initial 21 theatres involved in these first run showings are the Harding, Colony, Adelphia, Belmont, Englewood, Byrd, Irving, Rhodes, Highland, Montclare, State (Roseland), Marshall Square, and Picadilly, all in Chicago; the Pickwick, Park Ridge; Lake, Oak Park; North Avenue Outdoor, River Grove; ABC Outdoor, Posen; "66" Drive-In, La Grange; York, Elmhurst; Tivoli, Downers Grove; and Twin Drive-In, Oak Lawn.

The executive co-ordinating committee of the exhibitors participating in this event are Jack Kirsch, president, Allied Theatres; Ralph Smitha, general manager, Essaness Theatres; Dick Felix, Vogue and Adelphia; Jack Barger, State, Roseland; and Dick Darby, Smith Enterprises.

## Para. Sales Post To Krassner

NEW YORK—Ted Krassner has been placed in charge of group sales of Cecil B. DeMille's production of "The Ten Commandments" by Charles Boasberg, head of worldwide sales of the production. Krassner succeeds Oscar A. Morgan, who has been moved by Paramount to the new position of supervisor of re-release sales.

## Dudley To Do Cinerama's Next

NEW YORK—Nathaniel Lapkin, first vice-president, Stanley Warner, announced last week that a deal had been consummated with Carl Dudley, president, Dudley Pictures Corporation, to produce the next Cinerama production, known as "Cinerama-South Pacific." The production will get under way at Hawaii immediately.

## Radio Campaign Underway In "Operation Moviegoing"

NEW YORK—Roger H. Lewis, United Artists, chairman, Motion Picture Association of America's advertising and publicity directors committee, announced that Herb Steinberg, Paramount, had been appointed to handle the Denver campaign, and Rodney Bush, 20th-Fox, had been appointed to handle the Rochester campaign of spot radio programs which started June 17 for "Operation Moviegoing," one phase of the industry's new business building program.

At the same time, Bob Ferguson, Columbia; Phil Gerard, Universal; and Al Tamarin, UA, were named a three-man committee to compile a list of candidates for the position of directing the Golden Jubilee program in New York and Hollywood. Ferguson will be chairman.

## Penna. Senate Agrees On Censorship Statute

HARRISBURG—State Senate Republicans and Democrats report agreement with the administration on a new plan to bypass constitutional limitations and restore movie censorship in Pennsylvania.

Two movie censor bills were returned to committee for burial. A third measure, sponsored by two Democrats, was chosen to carry out the agreement.

The proposal contains several entirely new concepts in movie censorship for Pennsylvania. The state's original 1915 law authorizing censorship of films by a State Censor Board was declared unconstitutional under a March, 1956, ruling of the State Supreme Court.

The four major provisions of the amended measure recreated a three-member state movie censor board; specifically define such terms as inciting to crime; authorize disapproval of films in two categories, one for adults and the other children under 18; and eliminate criminal penalties of the old law and substitute a court injunction procedure for enforcement.

## Anti-Trust Appeal Heard

PHILADELPHIA — The U. S. Court of Appeals last week heard the appeal of counsel of John Gordon and Frank Gordon, Chicago, in their anti-trust suits which had been dismissed by a Federal District Court in New Jersey.

The cases were dismissed on the ground that since the corporations which had operated the theatres had dissolved, the former shareholders and the assignees of the assets of the corporation could not maintain the actions.

Hearing the case were Judges Albert B. Maris, Judge Austin L. Staley, and Judge William H. Hastie. Briefs were filed by the attorneys.

## GPE Sees Lessening Of Drive-In Building

NEW YORK—General Precision Equipment Corporation in a prospectus covering 194,200 shares of \$3 cumulative convertible preference stock, which are being offered to its holders of common and \$1.60 cumulative convertible preferred stock as of June 24, expressed the opinion that the lack of suitable sites and other factors would cause the tapering off in the future of new drive-ins, although the rate of this type of theatre construction was expected to continue this year at the good pace it achieved in 1955 and 1956.

At the same time, it was said, "a significant percentage of existing conventional, indoor theatres is not satisfactory and is believed likely to continue to deteriorate." Obsolescence of location, lack of parking facilities, population or shopping traffic shifts are factors cited as causes of the situation.

GPEC expects its volume of motion picture equipment business to equal in 1957 the volume of last year, but stated that "the lack of industry standardization upon the techniques to be employed and the methods of achieving them is having, and is likely to continue to have, some adverse effect upon the sale of equipment."

The company stated its policy as a principal supplier of theatre equipment "is to make a continuing effort to contribute to the solution of the technical problems presented by the various methods of picture presentation, present and prospective."

GPEC added that it believes it will be in a favorable position to supply television and related equipment to the closed circuit projects if that field develops.

"Steps have been taken, and additional steps may be taken to diversify the activities of the subsidiaries in the theatre equipment business," according to the prospectus.

## SW Ups Collier

BALTIMORE—George Crouch, zone manager for Stanley Warner in Washington, announces the appointment of Rodney Collier as district manager. Collier is being transferred to Washington from Baltimore where, for the past 23 years, he has managed the Stanley under the Stanley Warner banner.

He is being replaced by Harry Lohmeyer of Washington, and his new capacity will be city manager for Stanley Warner. Lohmeyer served as manager, Stanley, years ago, prior to Collier filling the post.

## N. Y. Tax Study Ends

NEW YORK—The Citizens' Committee named by Mayor Wagner to investigate the effects of the city's five-per cent tax on movie tickets on the financial condition of the motion picture theatres was said last week to have completed its report and submitted it to him for consideration.

The report was prepared by Francis W. H. Adams, former police commissioner; Thomas Jefferson Miley, executive vice-president, Commerce and Industry Association, and David Dubinsky, president, International Ladies Garment Workers Union.

# THE D.I.

RECEIVING  
EXCELLENT  
AUDIENCE  
COMMENTS  
AND RESPONSE  
IS GREAT.  
BIGGEST  
OPENING DAY  
SINCE 'GIANT'!



Opening  
everywhere  
now — and  
all reports  
nothing but  
great, great,  
great!



WARNER BROS.  
PRESENT

**JACK  
WEBB**

as T/SGT. JIM MOORE, U.S. Marines.

**THE  
D.I.**

STARRING

DON DUBBINS  
JACKIE LOUGHERY  
LIN McCARTHY  
MONICA LEWIS  
VIRGINIA GREGG.

AND "PLATOON 194"—  
REAL MARINES  
WHO MAKE A GREAT  
STORY RING TRUE!

Screen Play by  
JAMES LEE BARRETT  
Produced and Directed by  
JACK WEBB

A MARK VII LTD. Production

# NEWS OF THE TERRITORIES . . .

## U. S. Court Reserves Schine Suit Decision

ALBANY—U. S. District Judge James T. Foley reserved decision, at the end of eight days of trial without a jury, in the \$600,000 anti-trust of Webster Rosewood Corporation, Mazelrose Corporation, and Max and Belle Fogel, as principal officers and stockholders, against Schine Chain Theatres, Inc., et al., for damages sustained from 1942 through 1950 as the result of Schine's alleged monopoly on motion picture distribution in the city of Rochester.

The complaint specifically alleged that Webster Theatre had been forced to "follow" Schine's State on a neighborhood run, because of the "monopoly power" exercised by the Schines and in which eight major distributors had "co-conspired." This discrimination assertedly was practiced despite plaintiffs' claim Webster was equal or superior to State in location, appointments, and management. The financial loss set forth was based on illegal discrimination.

Fogel was on the witness stand three different days, being twice recalled to offer additional or rebuttal testimony. Francis T. Anderson, Philadelphia, examined him on direct; James O. Moore, Jr., Buffalo, on cross. Henry Perkins testi-

fied as an expert witness on realty values for plaintiffs. A stipulation was entered on testimony which Morris Slotnick, Rochester exhibitor, would have given for Fogel. A plane in which Slotnick was flying encountered delays.

Among those appearing on behalf of defendants were E. K. O'Shea, world sales director for Magna; Charles Boasberg, ex-RKO general sales manager and now director of world-wide sales for Paramount special productions; Mike Simon, one-time Paramount manager in Buffalo; Willard S. McKay, of New York, former attorney for Schine interests.

Depositions offered in evidence by defendants included those from Ned E. Depinet and Andrew W. Smith.

Judge Foley directed opposing lawyers to file principal briefs by July 22, and reply briefs by Aug. 12. He reserved decision on defendants' motion to dismiss the complaint; also, on defendants' motion to bar from admission the Schine consent decree (signed with the U. S. Government). Anderson insisted the decree was pertinent to plaintiffs' case and should be admitted in evidence. Moore argued it was not relevant.

## Albany

North Drive-In Theatre Corporation has been powered to conduct a theatrical and playground business in Potsdam, St. Lawrence County. Incorporators are James W. Winters, Rensselaer; Geneva Barcomb, Albany; John Campano, Troy. Attorney was Leonard W. Rosenthal, Albany. Miss Barcomb and Capano are associated with Upstate Theatres, Inc., buying and booking organization here. So is Rosenthal, as attorney and adviser on film buying. . . . A second Goldstein is now active in the territorial industry. Herbie Goldstein, younger brother of Howard, 20th-Fox salesman, purchased the Fort Warren Drive-In, Castleton, Vt., from F. Chase Hathaway, its owner-operator for eight seasons. Hathaway still conducts an automobiler at North Hoo-sick, N. Y. The Fort Warren is serviced from Albany. . . . A breath of France floated into local newspaper offices, radio and television stations and the Fox projection room, brought by Denise Dorin, bit player in Allied Artists' highly-regarded, French-made "Love In The Afternoon," scheduled to open at Stanley Warner Strand July 10. Miss Dorin, born in Metz and former diving and swimming champion of that city, is one of the French girls beating the drums for the AA release.

## Atlanta

Mrs. Lois Fincher, Wilby Theatres' booking department, has returned to her home after a spell at a local hospital. . . . Jean Mann, secretary to office manager Bob Barnett, U-I, has resigned. Jackie Gain has replaced her. . . . Mrs. Haughtense, U-I, has returned to her desk after a siege of illness. . . . Richard Watkins is a new booker at U-I. . . . Ralph Berquist,

U-I sales representative, has been named head booker replacing Dean Morris, who remains as a booker. Pete Carnes, former salesman, RKO, has been named a U-I sales representative. . . . The mother of Mrs. Ray Collins, U-I, is seriously ill. . . . Patsy Printz, secretary to Bob Moscow, Rialto Theatres, has resigned to become a bride. . . . Roy Butler is new owner, Jackson Drive-In, Graceville, Fla. . . . Frank Miller is new owner of the Town, Jackson, Ga. . . . W. A. Carter and J. A. Smith are new owners, Summer Drive-In, Gallatin, Tenn. . . . The theatres at Ellijay and Chatsworth, Ga., have been taken over by H. W. Hampton and R. M. McCandlish from J. S. Tankersley. . . . Mrs. J. B. Waters has closed her Pine, Sevierville, Tenn. . . . The Dixie, a unit of Dixie Theatres at Metter, Ga., has closed. . . . Mrs. Geneva Powers, U-I secretary, left to go with Exhibitors Service. . . . The new owners of the Decca, Dechard, Tenn., are W. W. Collins and Pasphall Goff. . . . The stork visited Mell Powell, she is with Howco Exchange, and left a baby boy. . . . J. E. Martin, owner-manager, Grand and Jem Drive-In, Montezuma, Ga., took his employees on a sixth annual deep sea fishing trip to Panama City, Fla., and over 200 pounds of fish were caught.

## Boston

Residents of the town of Needham, Mass., are attempting to beautify a section of land which has long been abandoned. Through its Needham Historical Society, an appeal for volunteers was issued. Only a few civilians offered to help, with the major manpower recruited from the soldiers at the local Nike Battery. Ernest Warren, who owns the Paramount, wanted to do his bit for the civic project and in a thank-you note to the Army

## Convention Highlights Pioneer Breakfast

ATLANTA, GA.—The Motion Picture Industry Pioneer Breakfast, sponsored by the Motion Picture Theatre Owners of Georgia and the Alabama Association for their annual joint session this year, is unique in activities.

As a part of the annual convention to be held in Atlanta June 23-25, these men and women who for 25 years or more have been in motion picture activities are invited by the Association of Georgia and Alabama to be guests at a breakfast at the Drinkler-Plaza Hotel on June 25.

At that breakfast, such pioneers will be honored for their leadership. Those individuals and those companies who for 25 years or more participated in the motion picture industry are requested to advise Willis Davis, chairman of the Breakfast, P.O. Box 1516, Atlanta, Ga., if they wish to attend or be represented.

personnel, he included \$75 worth of passes to be handed out to the soldier-volunteers. . . . Lyman O. Seley, division manager, Manley, Inc., and Mrs. Seley are celebrating their 20th wedding anniversary on June 30, while Irving Dunn, N. Y. district manager for Manley, and Mrs. Dunn are celebrating their 16th anniversary on June 16. . . . Mrs. C. F. Russell, Sr., whose son, Connie, Jr., operates theatres in the Bangor section of Maine, is a patient at the Maine General Hospital in Bangor. . . . Gerald Shea, president, Shea Circuit, and Roy Smith, vice-president, attended the banquet at Toy Town Tavern, Winchendon, given by Independent Exhibitors, Inc. . . . Phyllis Elaine Wolf, second daughter of Joe Wolf, vice-president, Embassy Pictures Corporation, will marry Theodore M. Freedman of Chestnut Hill on June 30 at Temple Emeth, Brookline. . . . Booking dates for Embassy Pictures for "Walk Into Hell" have been set for July 31 headed by the Paramount and Fenway, Boston, and in 300 theatres throughout the New England area including Connecticut. Contracts have been signed with Donnelly Advertising Company for 400 24-sheet billboards in the area starting two weeks prior to the opening playdates. The promotion includes major TV and radio saturations, using trailers and spot announcements. The new company name for the distribution of "Walk Into Hell" is Patric Pictures Company, a subsidiary of Embassy. The name Patric was derived from president Joseph E. Levine's two children, Patricia and Richard.

**NEW HAMPSHIRE NEWS**—Littleton Lodge of Elks sponsored its annual free theatre party for children on National Youth Day by showing comedies and cartoons at the Jax, Jr. . . . Free tickets were given away for the Concord Drive-In at Carroll's Drug Store with every purchase amounting to \$1 or more. . . . The Princess, Berlin, has been completely remodeled for its grand opening. The renovated theatre features a CinemaScope screen, stereophonic sound, air-conditioning, a seating capacity of \$500, and a recreation room upstairs with color television. . . . The Nugget, Hanover, has discontinued matinees. . . . The new Rochester Drive-





## Kiss . . . and make-up

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## Drive-In Operators Start Second Ozoner

BOSTON—With the Ponta Delgada Drive-In in Tiverton, R. I., set for a July opening, the owners, Norman Zalkind and Hyman Lepes, Fall River, are now concentrating on their second ozoner, the Family Drive-In, Seekonk, Mass. The official ground-breaking for the new theatre took place June 6 with town officials present.

Present plans include an early September opening of this year-round drive-in, the first in that area. Car heaters will be available for patrons for the cold weather months. Its capacity will be about 1700 cars. Home-cooked food will be served in the concession building and the most up-to-date sound and projection equipment is to be installed. Richard Rubin, Newton, is the consulting engineer.

During the ground-breaking ceremonies, Norman Zalkind said, "Family patronage of drive-in theatres has made them what they are today." He traced the history of the drive-in from the first crude attempts—"a screen, two speakers and a meadow"—to the modern areas equipped to service every family need. He thanked the Seekonk officials for their patience and understanding while negotiations for the land were in progress. He promised that the area would be an asset to the community.

In, formerly the Sunset, is under the management of Interstate Theatres.

**PROVIDENCE, R. I., NEWS**—E. M. Loew's Providence Drive-In is using newly-installed outdoor sound equipment in conjunction with their stage attractions. They recently presented a special midnight horror show, with two screen features and a big stage revue with a cast of 32. Perry Borelli, prominent TV personality, with a 20-piece orchestra, highlighted the well-attended show. . . . Several neighborhood houses and drive-ins, including the Park, Palace, Uptown, Quonset Drive-In, Cranston Auto Theatre, and Community, Centerdale, jointly presented the first Rhode Island screenings of "Monster From Green Hell," and "Half Human." Departing from their past procedure of running cooperative adver-

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### I'm My Own Grandpa

CINCINNATI—Film Row has good reason to be all confused, especially salesmen, bookers, and the postman. Pat Quigley, formerly with UA, is secretary to Rube Shor, president, S and S Amusement Company, and Pat Quigley is a UA clerk. Pat No. 1 married John Simon, and Pat No. 2, formerly Pat Simon, sister of John, married Jean Quigley, UA booker, and brother of Pat No. 1.

tising, the individual operations inserted separate ads in the local newspapers. . . . Both the Liberty, this city, and Hollywood, East Providence, were recently shuttered. The latter situation is now being used as the site of several auction sales. Both are Bomes' houses. . . . Another English-type bicycle give-away was announced by the Lonsdale Drive-In, which, incidentally, on the holiday eve presented a two-hour Rock and Roll Show, on stage.

### Buffalo

James S. Savage, 66, of Palm Beach Shores, Fla., and former manager of the Buffalo Universal branch, is dead in Florida. He established the old Como-South Park Avenue, in 1907. Later, the Como was converted into a bowling alley, then a tavern night club. Later, Savage opened the Abbott. At one time he owned four Buffalo motion picture theatres. Savage was appointed Buffalo manager for Universal Pictures in 1919 and nine years later took over the management of the Buffalo and Albany offices for Columbia Pictures. Surviving is his wife. . . . Mrs. Thelma Willox, former secretary to Jack Chinell when the latter was RKO manager, is now a booker's secretary at the U-I branch. Miss Gloria Green, Brantford, Ontario, Canada, is a new contract clerk at the U-I office, where Jack Kelly, office manager, has been passing out stogies because of the arrival at the Kelly home of an 8½ pound boy, Darrow Kelly. Frank Neumeister, shipper at U-I, not to be outdone by Kelly, is anticipating also. . . . Carole Michaels, 19-year-old honey blonde, of Washington, N. Y., and Universal-International Pictures, was in to do some tub-thumping for U-I's "Joe Butterfly," current at Basil's Lafayette. . . . Murray Whiteman, past chief barker, Variety Club of Buffalo, has recovered sufficiently that his doctor has advised him to take a trip to Florida for complete recuperation. . . . The Kallet Shoppingtown theatre in Dewitt, N. Y., where "Around The World In 80 Days," is the current attraction, is advertising "parking for 5,000 cars." The big space is made possible because the theatre is part of the huge Shoppingtown Plaza. . . . Elmer F. Lux, past chief barker, Tent 7, Variety Club of Buffalo, was the principal speaker at the luncheon of the Main Street Association the other day in Hotel Lafayette, which was presided over by George H. Mackenna, president of the association and general manager of Basil's Lafayette. Lux, president, Buffalo Redevelopment Foundation, said many steps are being taken to put new life into Buffalo's downtown section. . . . Lester Pollock, manager, Loew's Rochester, caught up in the gaiety of the season, has plans for adding matinee dances to the week-

## Lions Assist Exhib Handling Teenagers

BUFFALO—The Wilson, Wilson, N. Y., which was closed last month after Francis Tate, owner, reported several instances of damage he attributed to teen-agers, will reopen June 14, with members of the Lions Club of Wilson acting as monitors.

Since the theatre was closed, the marquee has carried posters reading "Teen-agers Closed This Theatre."

Charlton Bulmer, president, Wilson Lions, said members prefer that children of the town remain in Wilson to attend movies.

"With this in mind we have offered to assist with the operation of the theatre on weekends when young people attend in large numbers," Bulmer said. "Members will set a work schedule at a meeting to be held before the opening.

The theatre has been equipped with a new screen, Tate said.

end schedule and is now preparing a dance floor on the theatre mezzanine. The two to five p.m. dances will be for teenage couples.

### Cincinnati

In a newspaper display ad, Herman Hunt, owner of three neighborhood houses, congratulated Louis Wiethe, owner, Valley, on presenting the Todd-AO "Around The World In 80 Days." The ad suggested that patrons "keep the habit by regularly attending" shows at Hunt houses. . . . James A. Conn, manager, National Theatre Supply, received a birthday gift from his wife and son of a ticket on a "Redleg Tour" to see the local baseball team play a weekend series with Brooklyn in that city. . . . Gene Tunick, UA district manager in Philadelphia, visited with Film Row friends here. . . . Also in were Ed Borgan, UA promotion department, to set up area publicity for "The Bachelor's Party," and Meyer Adelman, Philadelphia, president, States Film Service. . . . Religious and civic groups in Springfield, O., previewed Paramount's "The Ten Commandments" at the Regent. . . . Midwest Theatre Supply is furnishing chairs and carpets for refurbishing of the Rohs, Cynthiana, Ky, recently acquired by James Denton and Robert Doppes from Mrs. E. S. McCracken. . . . The Hiland, Fort Thomas, Ky., Kenneth Broadwater, manager, has returned to a seven day policy. . . . Two patrons of the suburban Auto-In Drive-In were injured slightly when lightning struck the speaker attached to the car in which they were seated. . . . A costumed "Roaring Twenties Party" was staged by the "Flappers" of Tent 3, Variety Clubs, at the Hotel Metropole clubroom. . . . Mildred Beneking is a new TOC clerk.

**COLUMBUS, O., NEWS**—Mari McQuay, 20-year-old doctor's assistant, was chosen "Miss Firefighter" at the annual Firemen's Ball and presented with a trophy sponsored by Ava Gardner, star of MGM's "The Little Hut." Manager Walter Kessler, Loew's Ohio, arranged the presentation. . . . Dominic Belloni, son of the late Marion Belloni, owner, Brewster, Brewster, O., is managing the theatre follow-

## Ohio Allied Unit Asks Availability Arbitration

COLUMBUS, O.—Board of directors of the Independent Theatre Owners of Ohio meeting here approved unanimously the action taken by the National Allied Board in notifying COMPO that Allied would withhold reaffiliation with that organization, pending another conference between Allied's committee and that of COMPO.

The Ohio board also endorsed the National board's position on the matter of the Department of Justice, "which has been very freely interpreting the consent decrees but seemingly always against the independent exhibitor." The National board had authorized contact with a Congressional committee which is contemplating an investigation of the Anti-Trust Division of the Justice Department.

The Ohio board also requested Allied's negotiating committee on arbitration to include among the subjects to be arbitrated the question of delayed availabilities. The directors pointed out that lack of prints or other causes of delayed availabilities have "completely upset the clearance pattern" in the state among subsequent run, small town and drive-in theatres.

The Ohio board passed a resolution expressing "sincerest sympathy" to Mrs. William F. Rodgers on the recent passing of her husband. Several board members said he was "the best friend that exhibitors ever had in distribution" and he was "the kind of individual whom the industry could ill afford to be without."

Annual convention of ITOO will be held Tuesday and Wednesday, Dec. 3 and 4 at the Fort Hayes Hotel, Columbus, the board announced.

ing the recent death of the elder Belloni, who succumbed to a heart attack. . . . Mrs. Celia Mercer is the new owner, Opera House, McConnelsville, O. . . . Dorothea Grogan is the new secretary to Robert Wile, executive secretary, Independent Theatre Owners of Ohio. . . . State convention of the Independent Theatre Owners of Ohio will be held Dec. 3 and 4 at the Fort Hayes Hotel, Columbus, it was announced by Robert Wile. . . . Howard Pearl, United Artists exploitation representative, Detroit, was in town in advance of the opening of "The Bachelor Party" at Loew's Ohio.

## Charlotte

DURHAM, N. C., NEWS—The Paramount, Asheville, N. C., has installed a new CinemaScope screen, 27 feet wide, or 10 feet wider than the older one. . . . The Flamingo Drive-In, Fayetteville, N. C., which was severely damaged by Hurricanes Connie, Diane, and Ione in August and September, 1955, has filed suit against three insurance companies asking \$9,000 for damages resulting from the storms. H. L. Meiselman, of Charlotte, N. C., owner of the drive-in, alleges that the screen and fence were damaged severely and that the drive-in was covered by policies with National Union Fire Insurance Company of Pittsburgh, Royal Insurance Company, Ltd., and the Great American Insurance Company of New

York, which he alleges have not paid the losses. . . . The House and Senate Finance subcommittees of the North Carolina Legislature have agreed upon a one-third cut and the Senate committee had recommended none, so the one-sixth compromise was agreed on for inclusion in the revenue bill. Theatre interests recently told the committees that if tax relief were not granted, many small houses would have to close. . . . The Joy, Kings Mountain, N. C., has asked the City Council to permit it to operate on Sunday. The council two years ago approved Sunday movies, then back-tracked under pressure from ministers and church groups. The board this time is expected to call a referendum on the question. . . . Andy Griffith, star of Warners' "A Face In The Crowd," returned to North Carolina recently for the southern premiere of the picture at the Carolina in Chapel Hill, where he attended the University of North Carolina; for a benefit appearance in Raleigh on behalf of the North Carolina Association for Retarded Children, which day was proclaimed "Andy Griffith Day in North Carolina" by Governor Luther H. Hodges; and for a welcoming program at his home town of Mount Airy.

## End To Segregation Asked In Durham

DURHAM, N. C.—City Council here has been asked to declare segregation at the Carolina, which occupies the old Municipal Auditorium building which it leases from the city, to be "contrary to city policy."

The request was made by the Rev. Douglas L. Moore, pastor, Asbury Temple Methodist Church (Negro), and coordinating chairman, Durham Ministerial Alliance (Negro), which recently announced an effort to start a boycott against segregated movie houses at Durham.

Moore told the Council that he recently had been denied admission to the white section of the Carolina, which is leased to Charles L. Abercrombie of Danville, Va., and that he had not been to a segregated movie or any other function since 1947.

The city referred the matter to the city attorney for study.

## Chicago

The Alliance Amusement Company put on a tremendously popular drive at its

# The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

### KEY TO "THE LITTLE MEN" RATINGS: (JUNE 19)

- Registering grosses in the highest brackets.
- Just fair, nothing out of the ordinary, average.
- Good, although not breaking down the walls.
- Disappointing, below what was expected.

CHINA GATE (20th-Fox)		MONKEY ON MY BACK (UA)	
DESK SET (20th-Fox)		THE WAYWARD BUS (20th-Fox)	
DESIGNING WOMAN (MGM)		THE TEN COMMANDMENTS (Paramount)	
GUNFIGHT AT O.K. CORRAL (Paramount)		ABANDON SHIP (Columbia)	
FACE IN THE CROWD (Warners)		THE LITTLE HUT (MGM)	
JOE BUTTERFLY (U-I)		BOY ON A DOLPHIN (20th-Fox)	
SOMETHING OF VALUE (MGM)		FUNNY FACE (Paramount)	
BACHELOR PARTY (UA)		HEAVEN KNOWS MR. ALLISON (20th-Fox)	

## Obscenity "Defined" In New N. C. Statute

RALEIGH, N. C.—The House of Representatives of the North Carolina Legislature passed and enacted into law a bill, already passed by the Senate, which is designed to curb the distribution and sale of obscene magazines, books, pamphlets and pictures on newsstands of the state.

Backed by ministers and church groups and opposed by magazine distributors who contended that they could not screen the hundreds of magazines they handle, the bill was passed over objections that it was a "censorship" measure.

Conceding "imperfections," supporters of the bill said it would "protect" impressionable teenagers and children against indecent and salacious "trash" on the newsstands.

The House, to meet objections that the bill as originally drawn might have barred classic literature in libraries or pictures on display in the State Art Museum, amended the measure to make it inapplicable to the contents of any public or private library or any art museum.

Opponents argued that the definition of "obscenity" written into the law is "valueless" and "impossible to interpret," that it "sets up every police chief, every sergeant and patrolman as a censor of what you can read and buy, what you cannot read and buy."

Rep. Kerr, while admitting that something needs to be done about the situation, expressed the opinion that "the cure proposed is worse than the disease."

In enacting the measure, North Carolina became the first state in the country to

attempt to define the word "obscene" in its law books. In so doing, it adopted a definition prepared by the American Bar Institute after six years of study.

It offers this definition:

"A thing is obscene if considered as a whole its predominant appeal is to the purient interest; i.e., a shameful or morbid interest in nudity, sex, or excretion, and if it goes substantially beyond customary limits of candor in description or presentation of such matters.

"A thing is obscene if its obscenity is latent, as in the case of undeveloped photographs.

"Obscenity shall be judged with reference to ordinary adults except that it shall be judged with reference to children or other especially susceptible audiences if it appears from the character of the material or the circumstances of its dissemination to be especially designed for or directed to such an audience."

The law makes it a misdemeanor for any "person, firm or corporation to knowingly or recklessly disseminate obscenity."

Under its terms a newsstand operator who unlawfully disseminates obscenity or for that purpose buys or possesses it, is presumed to know the existence of the contents of the material which renders it obscene. It would be up to the dealer to prove that he didn't know it.

"A person disseminates obscenity," the law states, "if he sells . . . or agrees to sell any obscene writing, picture, record, or other representation or embodiment of the obscene."

Roxy, Ottawa, Ill., for William Girard. More than 10,000 came from surrounding areas to sign a petition in the lobby of the theatre. The pages numbered more than 1,200 feet long. The petition asks that the young GI, charged with fatally shooting a native woman in Japan, be tried by a U. S. court martial instead of by a Japanese court. Manager X. W. Mitchell, Roxy, and Arthur Arvison, Alliance zone manager, superintended the signings. The huge petition was flown to Washington by Mitchell, Fred Gerding, board chairman, First National Bank of Ottawa, and Leroy Clemons, city editor, Republican-Times. The plane was to be met by Illinois senators and representatives for presentation of the petition to President Eisenhower. . . . Attorney Daniel D. Carmell, 55, who had represented the Chicago Moving Picture Operators Union for many years, fell to his death from a window in his apartment. He was credited with formulating the union's pension plan together with Eugene Atkinson, business manager, and Clarence Jalas, secretary-treasurer.

### Cleveland

Bud Mutchler, manager, National Theatre Supply Company, sold new carpets to Modern Theatres circuit for the Vine, Willoughby, and he is also installing American Seating Company deluxe loge chairs in Joe Robin's Robin's, Warren. . . . Barbara Salzman, Academy Film Service, is getting all packed up to leave June 14 on the S.S. United States for three months travel abroad. Also about to take off for Europe, but via plane instead of boat, is Nicola Jacobellis, manager, Heights Art.

who plans to visit the film capitals of Europe and also his family in Bari, Italy, whom he hasn't seen in nine years. . . . The offsprings of our film executives are doing all right. Stuart Miller, grandson of M. B. Horwitz, Washington Circuit, graduates from Yale; Jay Schultz, son of Nate Schultz, Allied Artists franchise owner, graduates from the University of Pennsylvania's Wharton Business School; Neil Rembrandt, son of Joe Rembrandt, owner, Center-Mayfield, Cleveland, and the Ellet, Akron, graduates from Northwestern University where he won a \$2100 Fellowship in transportation, his specialty field. . . . Edward Raab has installed Dave Sandler's Mobiltone in-car speakers in his Ascot Drive-In, Akron. . . . Jack Zide, Detroit, owner of Imperial Pictures, was in town over the holiday to confer with branch manager Rudy Norton and booker Betty Bluffestone. . . . Nick Wellman, youngest son of Peter Wellman, owner, New Mock and Wellman, Girard, O., received his sheepskin from Case Institute of Technology and at the same ceremony was presented with a commendation from the Air Force ROTC for having "the most efficient squadron in the senior class." He was a major in the ROTC. Specializing in construction and civil engineering, he has a job waiting for him at the Youngstown plant of U. S. Steel. . . . Carol Marcus, daughter of Irving Marcus, NSS salesman and president, Salesmen's Club of Cleveland, was confirmed at Temple Emanu-El. . . . Friends of Lewis Horwitz, Washington Circuit, are arranging a bachelor party in his honor to be held June 11, just two days prior to his marriage to Janet Price.

## College To Administer Variety Sanatorium

CHICAGO—La Rabida Sanatorium, main charity of Variety Club, will become an affiliate of the University of Chicago. The university will establish a La Rabida Institute to operate the institution under the direction of Dr. Albert Dorfman, professor of pediatrics, at the University of Chicago Medical School.

Chancellor Lawrence A. Kimpton of the university said there would be no change in the nonmedical administrative setup at La Rabida. Trustees and officers will continue. Chancellor Kimpton said, "I have long had an admiration of the institution and the trustees believe an even wider and more effective program of patient care, research into the causes and cures of rheumatic fever and allied diseases, and teaching of medical students will result."

### Dallas

The Beverly Hills was reopened by Rowley United Theatres after reseating, painting, and a general remodeling of the theatre which was originally opened in 1944. The seating capacity is 800. . . . Thomas A. Moseley died here following an illness of 18 months. He was a stagehand at the Tower, operated by the Interstate Theatre Circuit. He had worked stage productions for some 30 years. . . . Anne Neyland, former local model, who holds the title of Miss Body Beautiful along with 30 such tributes acquired since she was 16, has been signed to a term contract by MGM and will be assigned to a picture soon. She made her motion picture debut in Europe last summer as John Payne's co-star in "Hidden Fear." . . . Mrs. Louise Meeks, wife of Paul C. Meeks, projectionist at the South Loop Drive-In, was installed as associate conductress at a public installation of officers of the Mike H. Thomas Eastern Star Chapter. . . . Wayne Love, a salesman for 20th-Fox, came in mighty handy when he paid a call on J. T. Orr and Ruth Wafford, owners of the Plaza. Love helped to impede the water which was starting to come into the theatre due to a torrential rain storm by using a mop. The storm also did some damage to several marquees.

### Denver

Chill Wills was here for the opening of the new 800-seat Woodlawn, Littleton, Colo., by Fox Inter-Mountain Theatres, who took over the theatre in the course of construction. . . . Vern Austin, manager, Homestake, Lead, S. D., was moved to Rapid City, S. D. to manage the Rapid Drive-In, both being owned by the Black Hills Amusement Company. Austin is succeeded by Hal Kirk who plans to add local talent vaudeville at the Homestake. . . . E. E. Jameson, Jr., Kansas City, owner of the Denver Shipping and Inspection Bureau, was in conferring with Frank Norris, manager. . . . Phil Isaacs, formerly Paramount division manager here, was in doing the job of moving his family to New York, where he is assistant sales manager of the eastern division. . . . Pat McGee, head of McGee Film Merchandising, spent a week in Texas. . . . Tom Smiley, Wolfberg Theatres general manager, went to Ohio to attend a

funeral and visit relatives. . . . Frank Norris, manager of Denver Shipping and Inspection Bureau, goes to Chicago to attend a convention of Aero Dispatch.

Russell Allen has modernized his two theatres in Farmington, N. M., by putting in new chairs, supplied by the National Theatre Supply Company. In the Totah, Allen has installed 600 American Bodiform springback seats, and has put 500 American Bodiform in the Allen. . . . H. D. Jensen has bought the Oshkosh drive-in Oshkosh, Neb., from Perry Petry. . . . Al Kolitz, Rank Pictures district manager, has set up "Reach For The Sky" for a first run in the Wolfberg drive-ins. The film has also been bought for all of the Cooper Foundation Theatres top houses in Colorado cities, as well as in Lincoln, Neb., and in Oklahoma City. . . . United Artists has workmen getting 807 21st Street ready for occupancy. It was formerly used as an exchange by RKO. . . . George Tucker, booker and buyer, Albuquerque Theatres, Inc., has moved his offices from Film Row to the Denham building. . . . George Brannan, Allied Artists publicity man, was in conferring with Jack Felix, branch manager, regarding the campaign for "Love In The Afternoon." . . . The Civic Theatres has moved to smaller offices at 822 21st Street, but still on Film Row.

## Des Moines

Iowa-Nebraska Allied will hold its annual convention this year at Lake Okoboji on Sept. 10 and 11, with the New Inn to be the official headquarters for the meeting. It is the first time the group has held its convention at the Iowa Great Lakes. . . . Herbert D. Grove, district manager, Tri-States Theatre Corporation, at Davenport, Ia., since 1941, has announced his retirement and will move with his family to Texas. Grove started in show business in 1906 in the first motion picture house in Des Moines as a projectionist. He moved to Davenport in 1913 but later returned to Des Moines in 1916 to become manager, Family. . . . Wally Stolfus has been appointed manager, Charles, and the drive-in at Charles City, Ia., succeeding the late Royce Winkelman. . . . The Lakota, Lakota, Ia., has been reopened by Harry Mileham. . . . Eldon Industries, Inc., has been formed to buy the Eldon and to operate it as a community service at Eldon, Ia.

## Houston

Jacqueline Chambord, French stage and screen actress, was here to serve as hostess at a special screening of AA's "Love In The Afternoon," a comedy made in France with Gary Cooper, Audrey

Hepburn, and Maurice Chevalier as its stars. The screening was held in the 20th-Fox screening room here. A party was held afterwards at the Cork Club. . . . Paul Hockuli, Leon Forsheimer, and George Christian from the Houston Post and Houston Press, have returned from Hollywood where they appeared as news-

paper reporters in Paramount's "Teacher's Pet." Hockuli of the Press got to say a few lines in addition to being seen in the background scenes of the newspaper story. . . . Dick Condon of United Artists was in on behalf of "The Pride And The Passion." He headed the publicity for the shooting of the film in Spain. The

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- HARLAN FAIRBANKS CO., 116 Elliott Ave.—MURdock 7420**
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{ Motion Picture Exhibitor  
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picture is scheduled to open here around the first of July. Press, radio, and television people were hosted at a cocktail party held at the Shamrock Hilton.

**HARTFORD, CONN., NEWS**—George LeWitt, veteran exhibitor, retired from public life when his term on the board of finance and taxation in New Britain, Conn., expired June 1. He will concentrate on business activity, he disclosed. . . . Allen C. Morrison, former Hartford theatre owner and friend of many early film stars, left an estate of \$781,382, according to an inventory admitted to probate by Hartford Judge Russell Z. Johnston. All of it is in stocks (none in the amusement field). . . . Peter G. Perakos, Sr., president, Perakos Theatre Associates, has established the Peter G. Perakos, Sr., football scholarships, to be awarded yearly to a lineman and a back-field player of the New Britain (Conn.) High School for outstanding ability and team contribution. Each boy will receive \$250 toward furthering his education.

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## Jacksonville

Candy Cane City is the name of the large new playground opened here at the Southside Drive-In under the management of H. S. Stewart, Jacksonville Theatre Company. . . . Stella Poulnot of Atlanta, international head of WOMPI, will install these newly-elected officers of the local WOMPI at a Town House banquet on June 28: Edith Prescott, president; Ida Bell Levey, first vice-president; Melvarine McCrary, second vice-president; Jeanine Moore, recording secretary; Mamie Newman, corresponding secretary; and Laura Kenny, treasurer. Ted Chapeau, Variety chief barker, will emcee the affair. . . . Marvin Skinner, 20th-Fox salesman, was vacationing with relatives in Texas. . . . Al Hildreth is now managing the Arcade, following the resignation of Tim Crawford. . . . Harry Clark, formerly with FST, is now a draftee booker at 20th-Fox. . . . Arnold Haynes, Naples exhibitor, was here on a booking trip. . . . Alfred Terranova, MGM booker, was recovering from a minor throat operation. . . . John T. Alsop, former exhibitor who was the city's mayor for 16 years, addressed the June luncheon meeting of the active Motion Picture Council.

**MIAMI, FLA., NEWS**—Lou Preston has been engaged as manager, Cameo, Miami Beach, Fla., thus transferring Gordon Spradley to Wometco's drive-in circuit. Spradley will relieve John Cunningham at the 27th Avenue Drive-In during the latter's vacation before being given a permanent assignment. Tom Hayes is now manager, Strand. . . . The Essex, Hialeah, Fla., was host to the graduating class of the Hialeah Senior High School, where the youngsters attended a late movie following graduation exercises and buffet supper. . . . Herman Silverman, head, booking department, Wometco Theatres, became the father of a second daughter, Lenore Sandra.

## Former Exhibitor Dies; Opened Theatre In 1913

**HARTFORD, CONN.**—Calvin L. Martin, 83, former owner and operator, Princess, one of the first motion picture theatres at Waterbury, Conn., died recently. He operated the theatre from 1913 to 1922, later going into the manufacturing field.

## Kansas City

Edward R. Golden, former owner, Vogue; Thomas Thompson, district manager of Walt Disney Films; and Abbot Sher, owner, Film Delivery and Distributing Service, have purchased a Kansas City franchise for a Liberace music studio. The new music school is to open on June 17 in the Mission Kansas shopping center, the time set to coincide with Liberace's personal appearance in Kansas City. The school is the first in the pianist's proposed coast-to-coast chain of music schools based on a system to which Liberace has sole professional rights. . . . Forty theatres of the Motion Picture Association of Greater Kansas City, Edwin C. Hartman, president, participated on June 4 in a program to raise funds for the Red Cross tornado relief fund. No admittance charge was made to the thousands of persons who attended the theatres, but voluntary offerings were taken at each, with all of the proceeds going to the fund. Participating were 15 drive-ins, six Fox theatres, and 19 independents. The regularly scheduled film programs were shown. . . . "Man On Fire" was previewed by MGM on June 6 to a large audience at Loew's Midland.

## Minneapolis

A. L. Fritsch is the new owner, Cannon, Cannon Falls, Minn. House, which has been closed, was scheduled to reopen June 8. New equipment, including CinemaScope and a wide screen, were installed. . . . Cliff Nyland is the new owner, Idle Hour, Stephen, Minn., formerly owned by Loyal Larson. . . . Frosch Theatre Supply Company, Minneapolis, is installing some of the equipment for "Around The World In 80 Days," scheduled to open at the Alvin the end of the month or the first part of July. . . . William A. Ronning, 51, assistant film buyer, Minnesota Amusement Company, died after being hospitalized for some time. Before joining Maco 21 years ago, he was office manager for Columbia. . . . Flying Cloud Drive-In, southwest of the city, opened its new "Candy Cane" playground. Each child was given a candy cane at the opening Memorial Day. . . . Ann Lee, formerly of Dallas, has been named public relations director, Cinerama, at the Century. . . . Noreen Hoganson, stenographer-biller, Republic, was married to John Hanson. They spent their honeymoon in Denver. . . . Esther Bolnick, receptionist, Warners, and Irene Rogers, bookkeeper, Independent Film Service, both vacationed in California. . . . Jack Cohan, branch manager, 20th-Fox, was in Milwaukee, and M. A. Levy, midwest district manager, 20th-Fox, was in New York.

## New Orleans

Seventeen-year-old Pat Planchard from Eaton Rouge, La., is the winner of the Miss Tammy Blue Jean Contest. She was

selected from among 50 other Blue Jean Jills, who were sponsored by the management of theatres in the key cities of the state and Ponchartrain Beach in connection with U-I's "Tammy And The Bachelor," which will be world premiered at the Joy in New Orleans on June 6. Her prize is a contract with U-I to represent the company throughout the State. . . . Leo Mary closed the Tip Top, Carencro, La. . . . Mrs. Margaret Louise West, new owner, Citronelle Drive-In, Citronelle, Ala., retained J. G. Broggi to handle the buying and booking. . . . The N. Solomon Theatre Company and Pike Booking and Supply Company, Inc., McComb, Miss., have taken over the management of the Joy, Alexandria, La., and the Midway Drive-In, Opelousas, La. Both situations are the property of A. J. and Bernie Rosenthal. . . . A. J. Orkin acquired the ownership of the Grand, Jackson, Miss., from Maurice Joseph. Orkin also operates the Amite in that town. . . . The Lakeview, a neighborhood theatre operated by the Lakeview Theatre Enterprises headed by Mr. and Mrs. W. Wright, Jr., and Mr. and Mrs. Frank Lais, Jr., recently reopened after a complete remodeling. . . . Slidell Theatres Corporation closed the Pix, Jackson, Miss. . . . Rene Brunet, owner-operator, Famous, is back after a business and pleasure trip to New York. . . . "Bayou," filmed in its entirety in Louisiana Cajun-Bayou country, the initial production of exhibitor-producer Mike Ripps, bowed at the Saenger. A Canal Street parade featured movie stars, civic and public dignitaries, lobby and stage ceremonies, with Acting Mayor Vic Schiro greeting the stars as they strolled into the theatre.

### New York

Mrs. Nan Walker Burke, sister of former New York Mayor James J. Walker, together with other members of the late mayor's family, will attend the world premiere of Paramount's "Beau James" at the Astor on June 26. . . . Producer-director Otto Preminger and Jean Seberg, title player, United Artists' "Saint Joan," arrived from Los Angeles. Preminger continued to Paris, where he is preparing "Bonjour Tristesse," while Miss Seberg remains for press, radio, and TV appearances. . . . Mike Simons, MGM's director of customer relations, went to Old Point Comfort, Va., to attend the annual convention of the Virginia Motion Picture Theatre Association, where he was a speaker. . . . Irving M. Lesser is distributing "Pablo Casals," musical documentary showing a day in the life of the great cellist, which opened at the Paris on the bill with "Julietta."

### Philadelphia

Rube Shapiro has taken the Lehigh from Harry Perleman. Many renovations will be made. . . . Louis W. Kellman Productions announced that Nils Asther, long-time Hollywood star, has joined the staff as special representative. . . . Tent 13 Variety Club members are anxious for as many as possible to see "The Heart Of Show Business," Columbia featurette about the charities of Variety Clubs International, which is at the SW Mastbaum along with U-L's "Joe Butterfly." . . . Irv Blumberg, Warners praise agent is recuperating at home after some surgery. . . . Jack H. Greenberg, who built the house

many years ago, has sold his stock in the Harbor Theatres Corporation, operating the Harbor, Stone Harbor, N. J. With the sale he also relinquishes his interest in the Rialto, Pleasantville, N. J. Anthony P. Miller remains as president of the corporation. . . . Mitch Pantzer, Independent Poster Exchange, became the proud father of a seven pound boy, born last week at Einstein Medical Center, Northern Division. . . . The Parkway Drive-In, Route 130, near Paulsboro, N. J., opened. . . . The 20th-Fox Family Club enjoyed their annual outing, held this year at Olympia Lakes, N. J.

### St. Louis

The St. Louis benefit premiere of Mike Todd's "Around The World In 80 Days" netted the St. Louis Symphony Orchestra over \$6,500 at the Esquire. United Artists' vice-president in charge of distribution William J. Heineman and general sales manager James R. Velde attended. Todd was in ahead of opening. National The-

atre Supply installed the Todd-AO equipment. Heineman presided at a UA district managers session at the Chase Hotel. He also presided at a luncheon and cocktail party for prominent local theatre owners and executives.

### San Antonio

The mother of Charles A. Wolfe, Jr., manager, Prince, died here in a local hospital. She was Mrs. Frances Reid Wolfe, 75 years of age. . . . Johnny Thompson, Columbia, was in at the Majestic in conjunction with the showing of "The Burglar." . . . The San Antonio Light in its Sunday edition saluted 20th-Fox on its output of 55 new pictures for the year in an editorial titled "Showmanship." . . . The local airwaves were full of hit tunes from the soundtrack of "Funny Face" as local disc jockeys played them during the engagement of the film at the Majestic. . . . Jimmie Sippey, United Artists, Dallas, was in calling on local exhibitors and then went on into central and south Texas. . . .

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## Phila. Industry Fetes Sidney Samuelson

PHILADELPHIA—Members of the local industry last week paid tribute to Sidney Samuelson, former president and general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, and former president, Allied Motion Picture Theatre Service at a testimonial farewell luncheon tendered him in the Burgundy Room of the Bellevue-Stratford Hotel.

With his wife, Dora, to whom tribute also was paid, Samuelson is retiring to Florida, after being active on the local scene for some 18 years.

Sam Diamond, 20th-Fox branch manager, acted as toastmaster of the affair, which was arranged by a committee consisting of Jack Greenberg, Al Davis, Charles Beilan, Dave Milgram, Norman Silverman, Ben Fertel, and Sylvan Cohen.

Speaking briefly were Bernie Brooks, Stanley Warner Theatres; Cohen, chief barker, Variety Club Tent 13; William Goldman, William Goldman Theatres; Silverman, head, Motion Picture Associates; James P. Clark, Clark Film Service and Highway Express Lines; Irving Dollinger, chairman, Emergency Defense Committee, Allied States Association; and Abram Myers, chairman of the board and general counsel, National Allied.

Samuelson was gifted with a portable television set.

Tommy McGowan, Sunday Editor, San Antonio Express and Evening News, returned from Hollywood where he was one of 50 newspapermen selected to work in Paramount's "Teacher's Pet." He ran a story of his experiences while in Hollywood and of the filming. . . . Gazy Moseley, Central Shipping and Inspection Company, was in on a brief visit.

The completely remodeled Cozy, Glade-water, Tex., has been reopened, according to W. G. Rike, local manager for East Texas Theatres. A big street dance in front of the Cozy was a highlight of the opening day ceremonies. . . . The work of the motion picture industry in raising money for the Battleship Texas was commended by the Texas Senate, with the adoption of a resolution by Senator Culp Krueger of El Campo, Tex.

### Seattle

Frank Sinatra made a personal appearance here at the Civic Auditorium, booked by Jack J. Engerman, Northwest Releasing. . . . Harry Belafonte, also booked by Northwest Releasing, will be seen in Seattle July 10 under the title, "An Evening With Belafonte." . . . Chilton Robinett, 20th-Fox branch manager, attended a sales meeting in Los Angeles.

### Washington

Ed Rosenfeld, formerly a field representative with Columbia, and associated with the industry for the last 12 years, was officially welcomed to Washington where he has been appointed as managing director, Trans Lux and Plaza. In addition to handling both theatres, Rosenfeld will also represent Trans Lux in the area. Rosenfeld is also active in the National Guard Reserve and has joined Variety Club Tent 11. . . . Andy Griffith was in to promote "A Face In The Crowd," SW Metropolitan.



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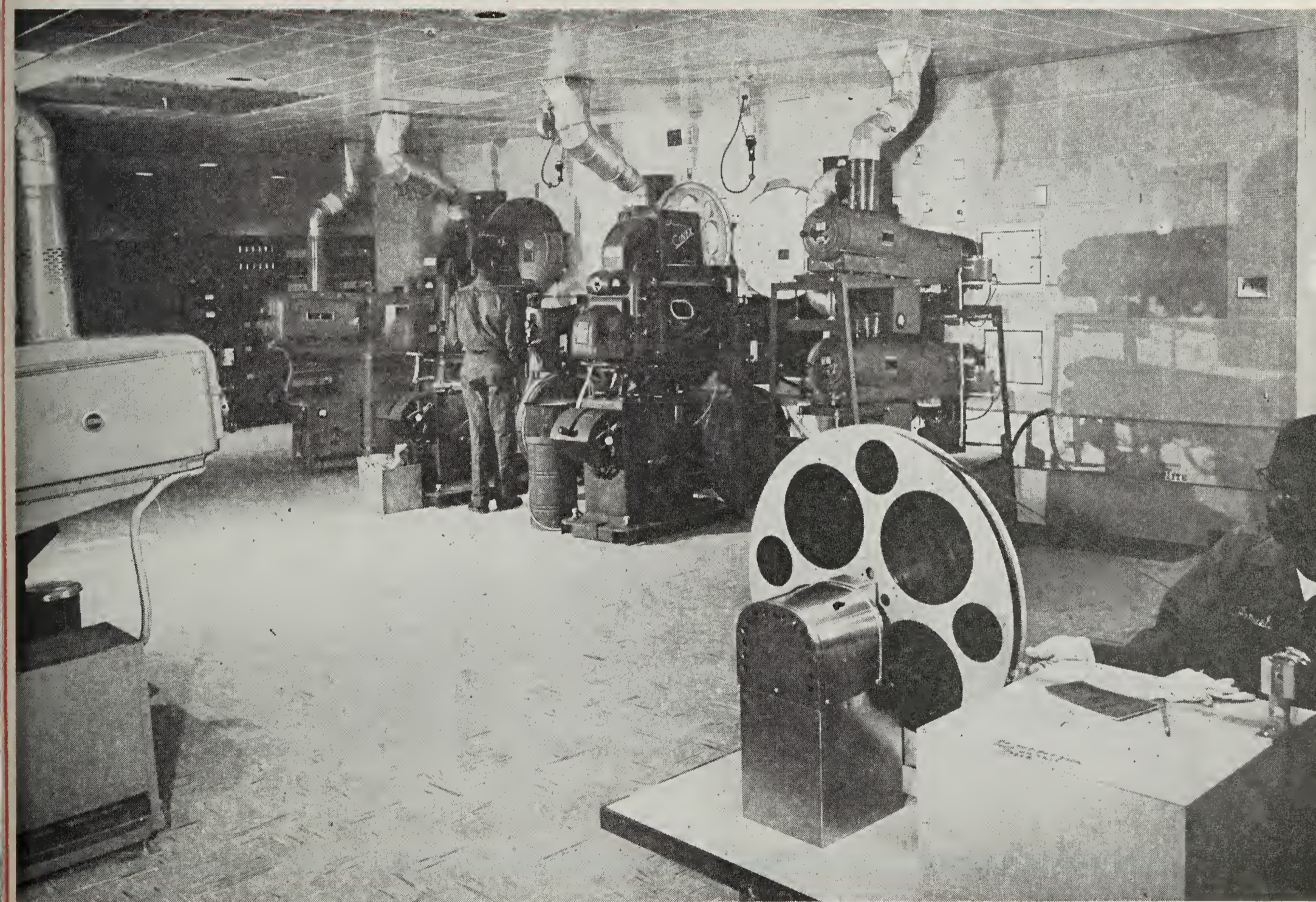
Air Conditioning

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# PHYSICAL THEATRE

## EXTRA PROFITS

BILL HADDOCK, Editor



The projection booth of the unique, new Colonial Williamsburg twin theatre, Williamsburg, Va., features duplicate equipment on each side.

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## LAYING IT

# On The Line

## Tomorrow Depends On Today

With the first issue of the new, combined PHYSICAL THEATRE-EXTRA PROFITS DEPARTMENT, we are surveying projection and sound developments and drink dispensing and handling in theatres. The editors hope that the new format presents this material with a clarity and an abundance of detail unequalled in the past, unified in one convenient supplement covering all phases of theatrical operation.

Taking a look at projection and sound reproduction, we discover that new technological developments continue to be introduced, although none of them are likely to affect the average exhibitor in the immediate future. With the vast majority of theatres already converted to the wide-screen processes, most of the innovations at this time are refinements of the revolutionary developments of the last seven years.

However, with great activity still going on, although at a somewhat different level, the theatre owner must remember, while watching experimentation with interest and excitement, that it may well be many moons before today's novelties have a practical application in his situation, and he must be realistic enough to know that the equipment he is using today is, fundamentally, that which he must use next year, and the year after, in all probability. With this in mind, the proper maintenance and improvement of his present installations is the thing of primary importance TODAY.

With respect to theatre refreshment stand operation, we have noted with interest warnings in some industry quarters that the box lunch will begin to accompany patrons to drive-ins if prices are not held in line with what the public can afford, or chooses, to pay. In some situations, it appears that prices are predicated on the out-dated "all the traffic will bear" rule, and it seems to us sound advice that exhibitor and concessionaire alike should make sure that refreshment costs are scaled to the customer's pocketbook.

Indoor theatres, too, are obliged to keep an eagle eye on patron price reaction. Charging an extra penny or two for items available in the corner drugstore at a standard figure, especially where candy is concerned, discourages sales and builds ill-will.

Entertaining the greatest respect for the realistic approach of exhibitors to their problems, we are sure that each will recognize the importance of the equipment manufacturer, who was, and is, the main spring of technological development and whose future contributions to the industry depend on the support he gets today.

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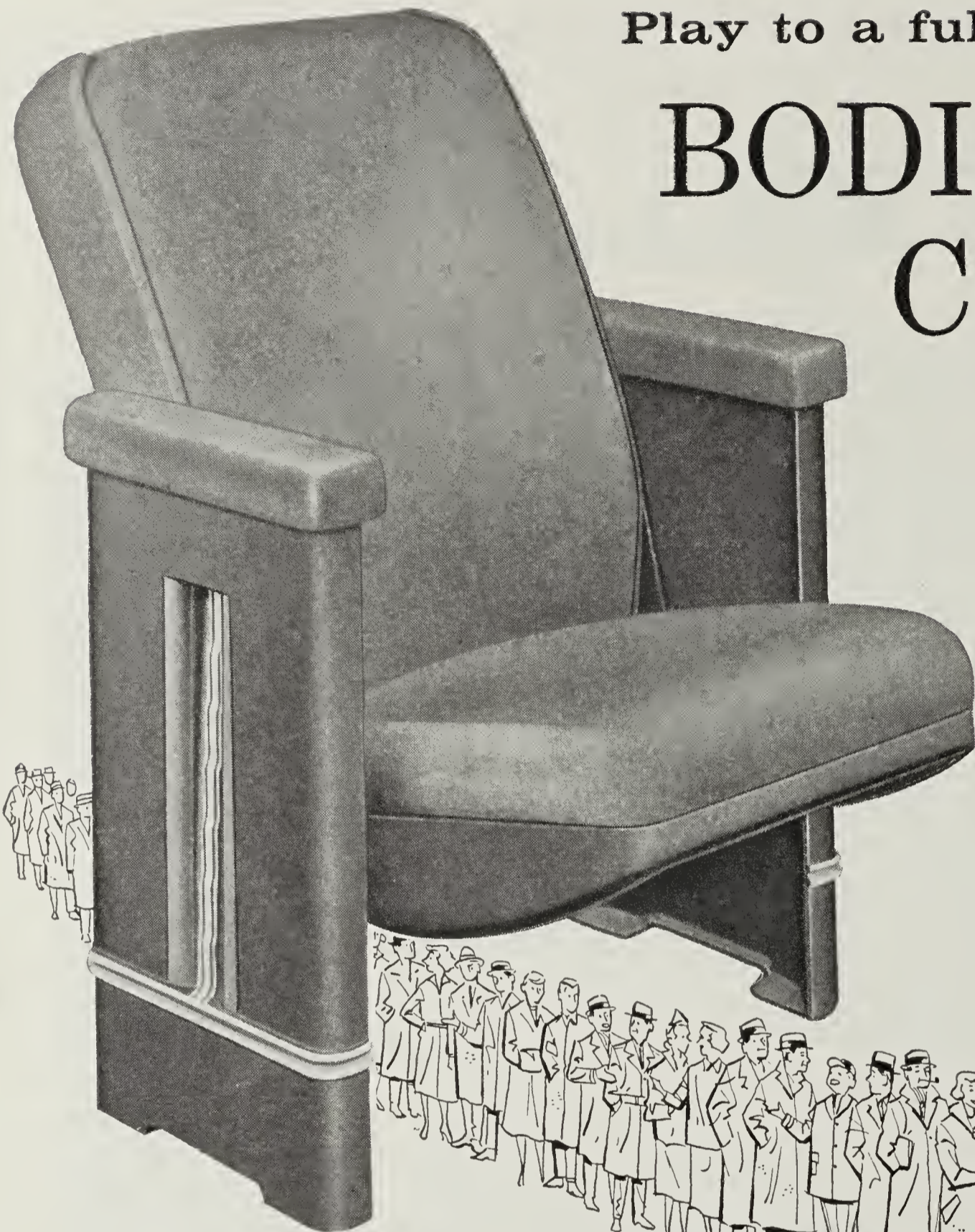
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**H**ere's a way to pack your "house" night after night — give your patrons the comfort they look for by installing American Seating Spring-back BODIFORM Chairs in your theatre.

Spring-back BODIFORM Chairs are designed for the maximum in restful, relaxing comfort. The  $\frac{3}{4}$ -safetyfold spring-arch seats are full-upholstered with full rubber pad; have an extra thickness along front and rear edge for added softness.

American Seating Chairs come in a wide range of chair styles, aisle standards, upholstery materials, and colors. Standards are of sturdy gray iron; the middles have turned-in feet, to eliminate stumbling.

Let an American Seating representative give you the complete details on Spring-back BODIFORM Chairs; how they can assure you of bigger box office. Write or call us today.

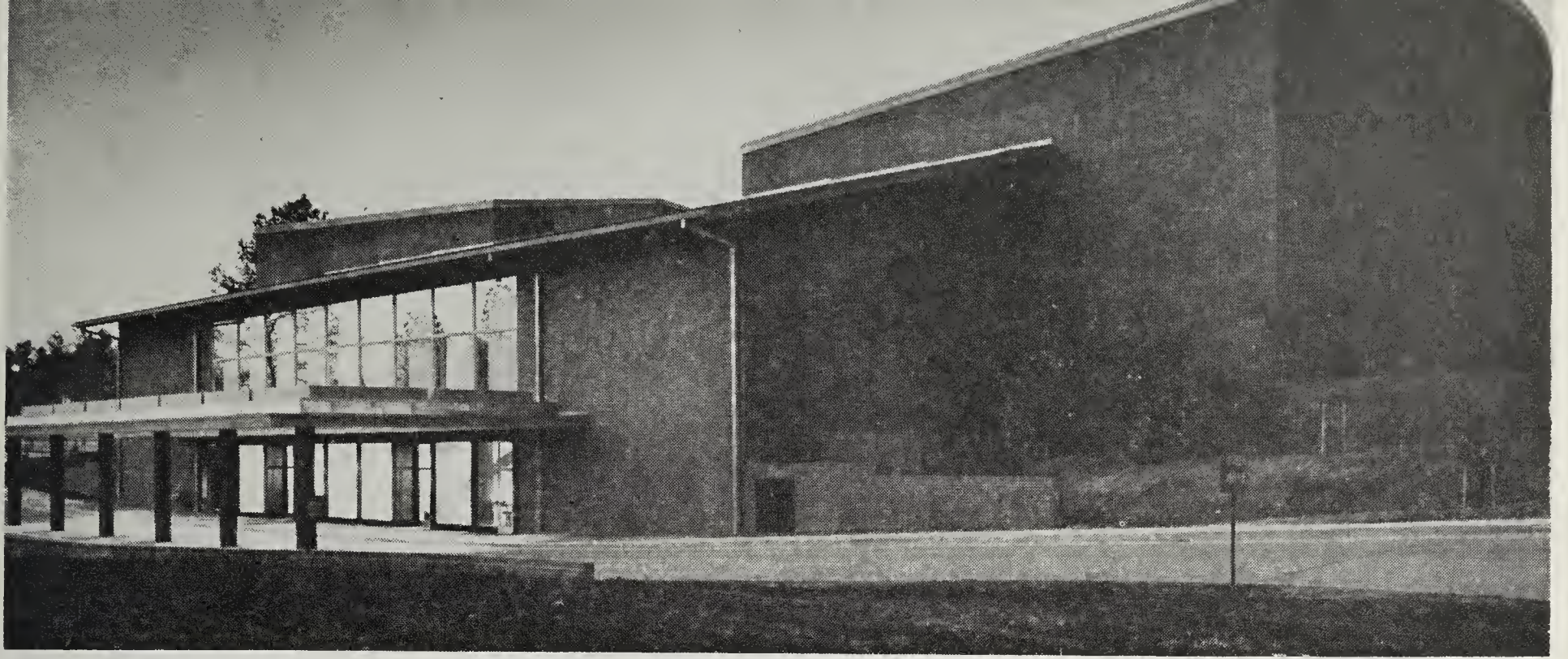
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Quality Of Presentation  
Is Emphasized By

## Unique Projection And Sound Installation

**I**NCORPORATING innovations of primary importance, the new and novel Colonial, Williamsburg, Va., opened recently to introduce to the public further developments in roofed theatre entertainment. Projectors and sound reproducing equipment were specifically designed for the house by Century, to meet the problem of two separate theatre units utilizing a common projection booth.

The twin theatres, located in the new Williamsburg Information Center, seat 250 persons each and present only one film, a half-hour historical subject for the edification of tourists. Apart from the projection and sound features, which do not necessarily represent a trend for the future, the most conspicuous feature of the theatres is the absence of proscenium or stage area. The sides of the picture

are not marked off, the top and bottom being cut off by the ceiling and floor, respectively, while the ends bleed into curved walls.

As the booth has been designed by architect Ben Schlanger, the projectors have been installed back-to-back, with adequate aisle space between them, and can be serviced and operated from the rewinders by the operating personnel.

### PHYSICAL THEATRE

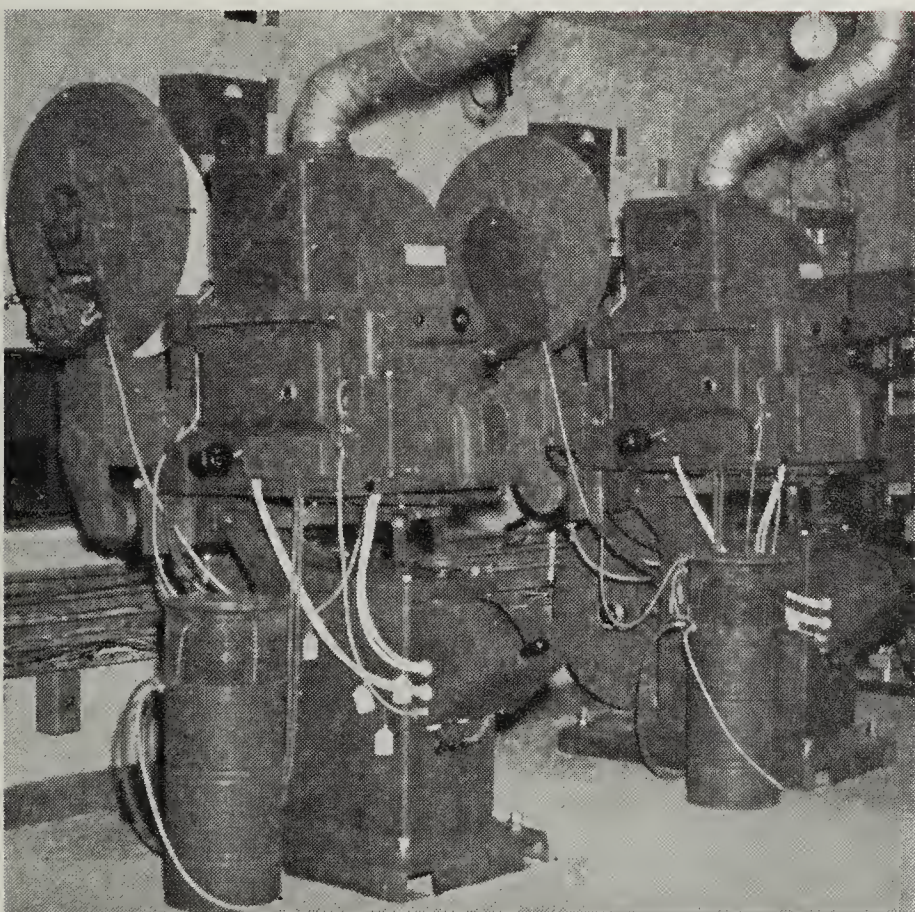
Vol. 12, No. 7

June 19, 1957

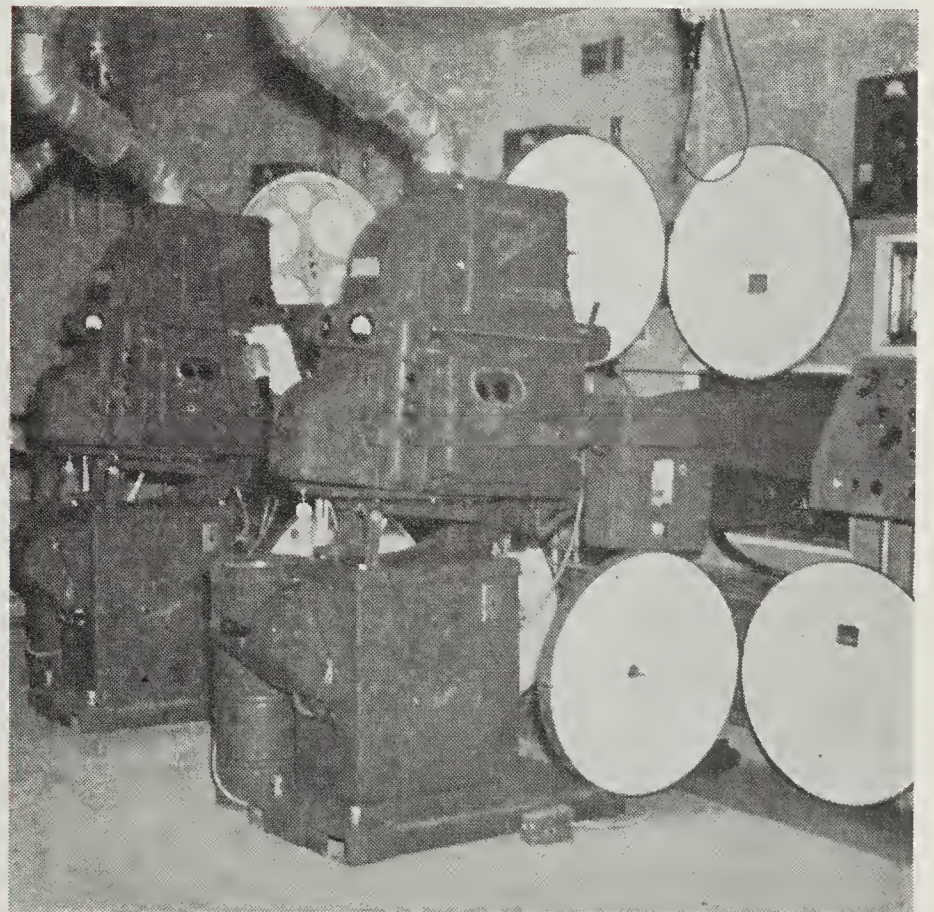
Fundamentally, the projectors are similar to the horizontal VistaVision units introduced in the Radio City Music Hall in New York and subsequently installed in a number of theatres in this country and abroad. Unique, however, in the Williamsburg theatre are the new, heavy duty intermittent movements, water-cooled curved film traps and gates, the six magnetic track sound reproducers, large film magazines with Torque motor take-up drives, and the large, specially-designed film reels.

The film feeds from the lower magazine up through the sound reproducer, then horizontally through the projector, then vertically to the take-up reel. Thus, the film is running backward and horizontally, compared to the standard 35mm.

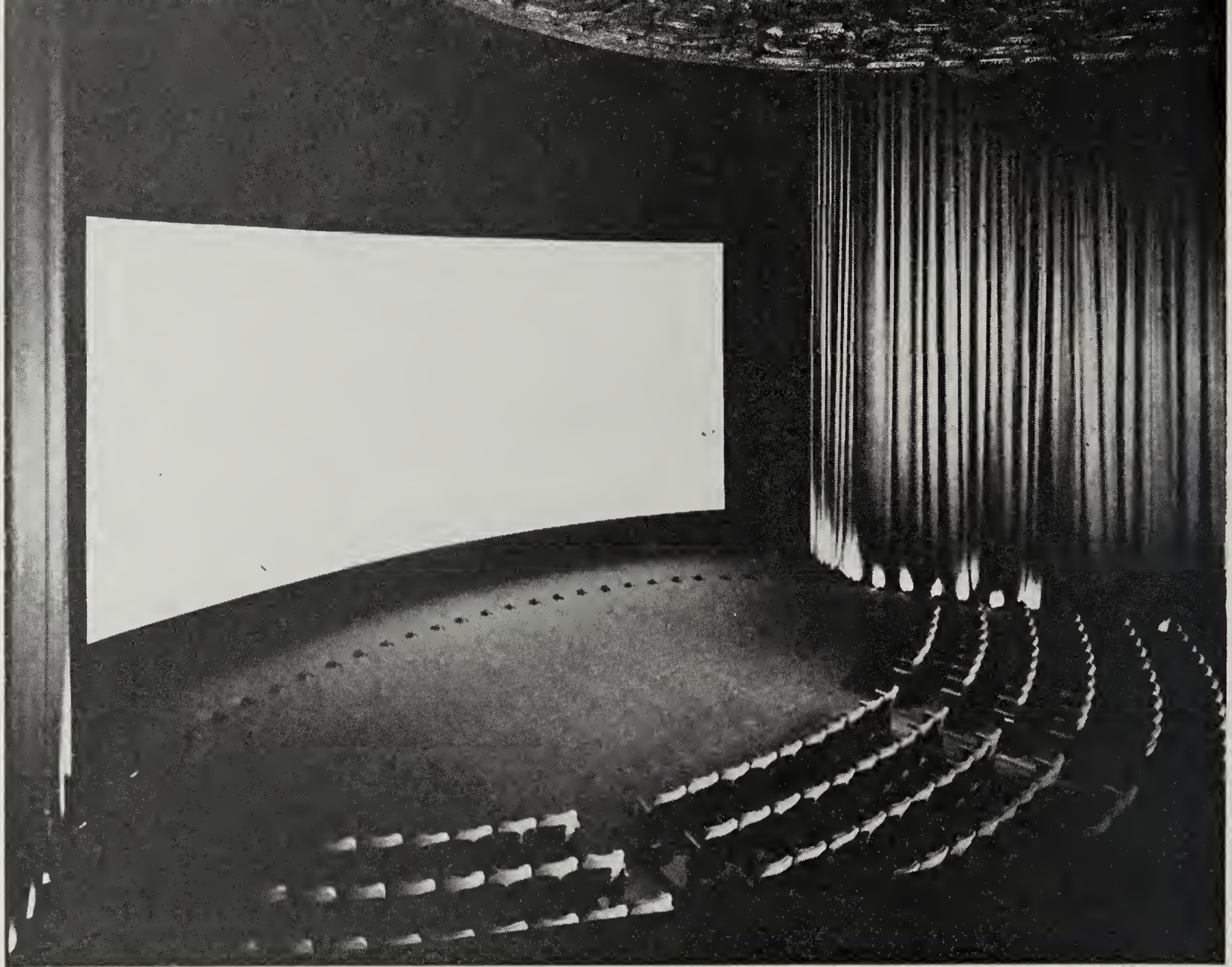
(Continued on page PE-12)



AT LEFT AND RIGHT are the duplicate projection installations in the Colonial, Williamsburg, installed back-to-back and separated by an aisle, each serving a separate auditorium. Acoustic baffle hoods are used between the



projection lenses and the port holes, right, providing effective isolation between booth sounds and the auditorium without the depreciation of picture quality by port hole glass. Ashcraft Super Cinex arc lamps are seen.



*The Picture's The Thing  
In Michael Todd's*

## CHICAGO CINESTAGE

**C**HICAGO, the home of elaborate and spectacular theatres, has fostered the latest once again in Michael Todd's Cinestage Theatre, the former Selwyn, which he has reconverted for "Around The World In 80 Days."

One of the features of the unique and mood-setting theatre is a 26 foot by 52 foot Raytone Wondertone screen which floats five feet off the floor and five feet from the back wall. The entire stage and proscenium arch have been removed and the auditorium, completely redesigned, compels the full attention of the spectator in one direction—the screen.

The result, of course, is a picture which gives the impression of hanging in space, and the undistracted viewer tends to identify himself with the film instead of with the audience. The unusual treatment is credited to Bertrand Goldberg Associates of Chicago, who conceived the Cinestage as the first example of the scientific use of light, space, sight, and sound, utilizing sense perception studies by experts to determine the design.

The feeling of "wall-less" space in the Cinestage is emphasized because the house itself never intrudes upon the film to be shown. The amount of light from the out-

side to the inside of the auditorium is carefully and gradually decreased as the audience is guided through a series of "decompression" chambers via two lobbies into the seats. The eye adjusts itself thereby to the light values of the projected picture. During the intermission, the lighting is kept at a low level to retain the eye's receptivity to the picture image.

Cinestage sound has been designed with the same three-dimensional concepts as the theatre itself. More than 50 concealed surround speakers are driven by the stereophonic sound track, and speaker locations have been analyzed to provide low-level sound. The result is sound which has no apparent point of origin.

Further contributing to effectiveness of the film presentation is the bright picture made possible by the specially designed Wondertone installation, combined with Ashcraft lamps pulling 150 amps. Because the screen is wrapped around the outside edges of a square-tubed metal frame and laced from behind, the picture "bleeds" off the edges and there is no fall-off when viewed from the theatre's widest angles. The walls themselves are covered with dimly-lit drapes over 70 feet high.

# EXTRA PROFITS

Devoted exclusively to concession operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

BILL HADDOCK, Editor

JUNE 19, 1957

## WHAT'S NEW IN VENDING

By John A. Hopson

National Sales Manager

Rowe Manufacturing Company, Inc.

VENDING today is the one big growth industry that has yet to shed its swaddling clothes. Although it has been in its incubation period for some 27 years now, it has just started to develop and grow.

Like the theatre industry, it too has gone through many crises, peaks, valleys, and experiences that have forced development of solutions to an age old problem, one of holding what we have, while trying to regain what we lost, with a plan for immediate action to surpass anything we've done in the past.

Rather than describe what's new in vending merely by listing the latest machines, concentration on "What In Vending Can Be New To Me," seems better.

How can all this be done? First we must decide which way you decide to handle vending in your establishment. First, the operator, concessionaire service arrangement, which employs the use of a vending machine operator who places the automatic equipment in your theatre, pays a rate of commission based on sales, and keeps the units serviced and supplied, an operation separate and independent from the regular stand. The second method is where the concessionaire owns the equipment, services it, keeps it supplied with merchandise, and pays the location a commission on the gross sales. The third method is where you, the location, a single or circuit operation, own the equipment and service it, augmenting your stand operation.

There is no right or wrong method. Each location has problems based on theatre size, audience, habits of patrons, and the like.

Why even consider vending machines, you might ask, since we already are taking care of patrons at our stand.

Vending offers immediate service and supplements present facilities for popcorn, cigarettes, candy, drinks, gum, coffee, and milk. With heavy demands during intermissions, delays are pre-

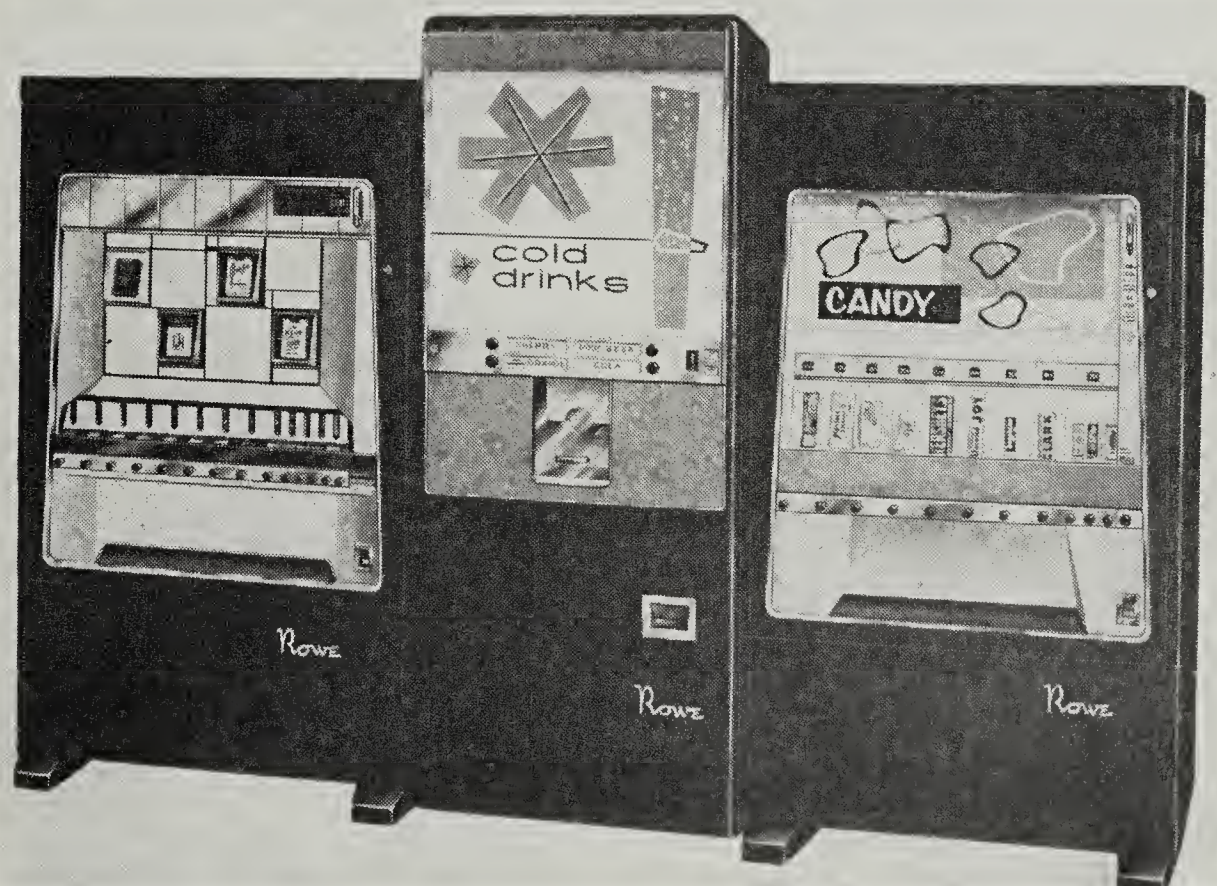
vented through the use of vending machines and patrons are afforded the opportunity to make quick purchases before, during, and after the performances. Furthermore, your vending machines are operating when your stand is closed. With the latest developments in vending machines, accepting multiple coin combinations, making change, having greater selectivity and increased capacity, servicing is held to a minimum.

Drink equipment today runs from 600 cup capacity up to 2000 cup capacity, from four selections to eight flavors, carbonated and non-carbonated. Candy offers from seven to 11 selections, plus four gum and mint columns. Cigarette machines

have from eight to 20 columns, or 20 brand selectivity, with from two to four different selling prices available. Recently a milk shake machine was introduced to theatres.

Utilization of present equipment can be made. One outdoor operator is planning a "Do It Yourself" sandwich kit. By using a refrigerated sandwich machine for cold cuts in a six ounce pack and a pastry machine for two slices of bread, the customer, for 35 cents, makes his own sandwich, getting mustard and condiments from a condiment bar nearby. A sandwich without a beverage does not appeal, so a drink sale is made, plus a dessert sale and cigarette or cigars to enjoy during the show.

There is profit to be made through vending machines in theatres. With the high cost of labor today, an easier and more economical way of meeting peoples' eating habits is required. In American industry, the full line vending operator has become an integral part of today's factory feeding program. The super markets are aware of the advantages of store front vending. Today's vending machine is the salesman who never sleeps.



The Rowe Showcase Vendors shown above include the Ambassador, left, 14 column cigarette vendor with 510 pack capacity; Rowe 1,000 cup drink dispenser offering absolute quality drink control; and the 11 column, 340 capacity candy merchant for candy, gum, and mints.



*Plan And Design  
Pay Their Way In*

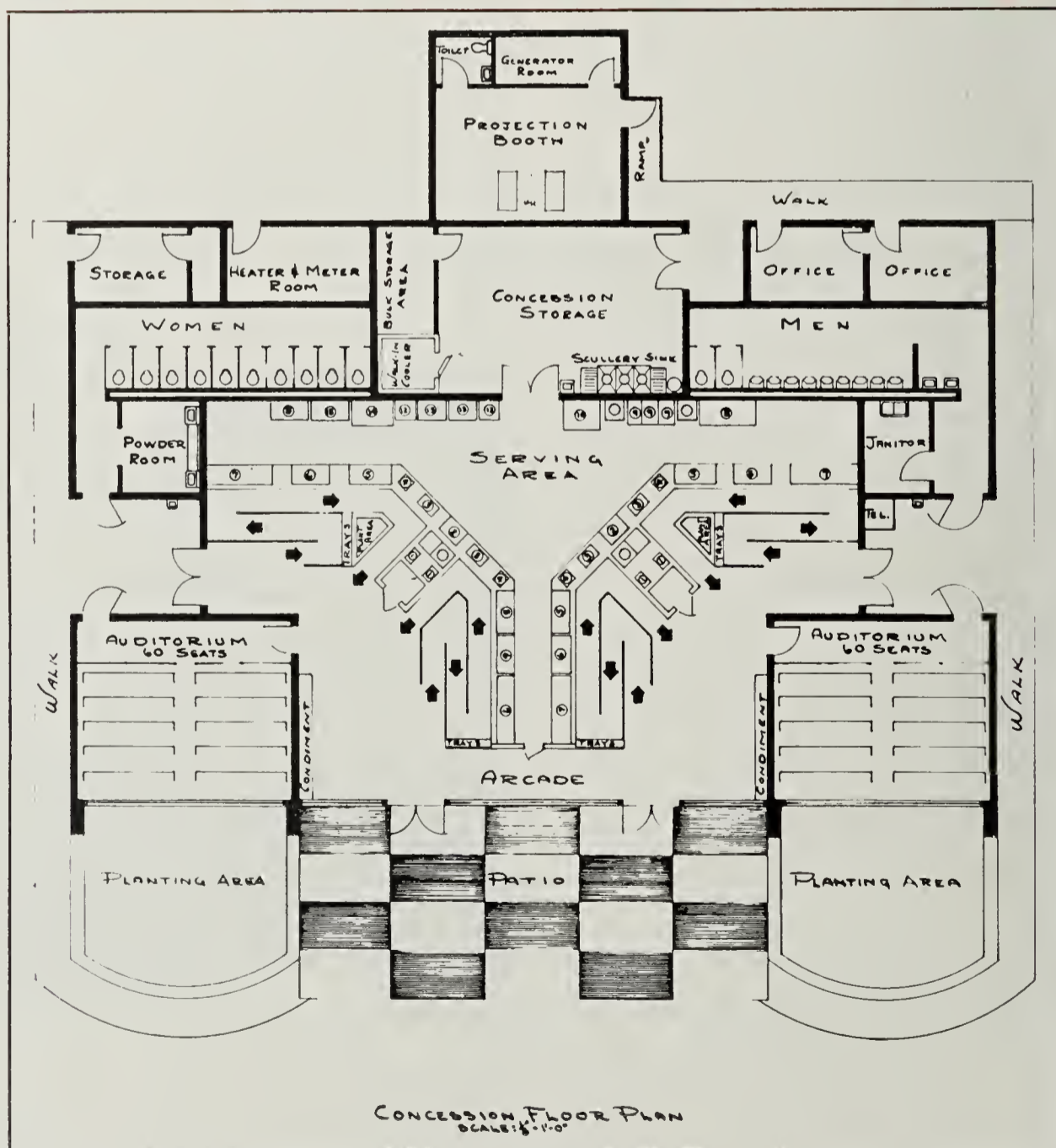
## An Example Of Good Concession Planning

BY shunning the ordinary, Jack K. Vogel, drive-in architectural engineer, came up with something different and made a major contribution to drive-in refreshment area layouts when he designed the concession building for the new Bengie's Drive-In at Baltimore, Md. Achieving harmony between the site and structure and setting aside the conventional, often uninteresting, conception of the concession building, he has created a striking and functional structure which, because it is different, is a drawing card in itself in increasing sales at the cafeteria-type stand.

Featuring an open appearance across the front to provide perfect viewing of the screen from twin 60-seat auditoriums (Continued on page PE-9)

### BENGIE'S DRIVE-IN CONCESSION EQUIPMENT (Partial List)

Bun Warmers: Toastmaster.  
Coffee Machines: B-Z Way, Steel Products Company.  
Cold Bottled Drink Machine: Savon Co.  
Drink Machine: Manley Ice-O-Bar, Model Number 61.  
Freezers: Frigidaire.  
French Fryers: Griswald Mfg. Company.  
Grills: 6 KW, Griswald.  
Hot Food Units: 6 Compartment, Savon Company.  
Ice Cream Cabinets: Supurdisplay, Inc.  
Pizza Oven: 4 Compartment, Peerless Stove and Mfg. Co.  
Popcorn Machine: Model 49, Manley.  
Popcorn Warmer: Savon Company.  
Walk-In Coolers: Savrin Refrigerator Co.





## Bengie's Drive-In

(Continued from page PE-8)

flanking the refreshment area and accommodating a ready-made immediate market for the concession, the entrance-way is constructed entirely of glass and aluminum on a California redwood base.

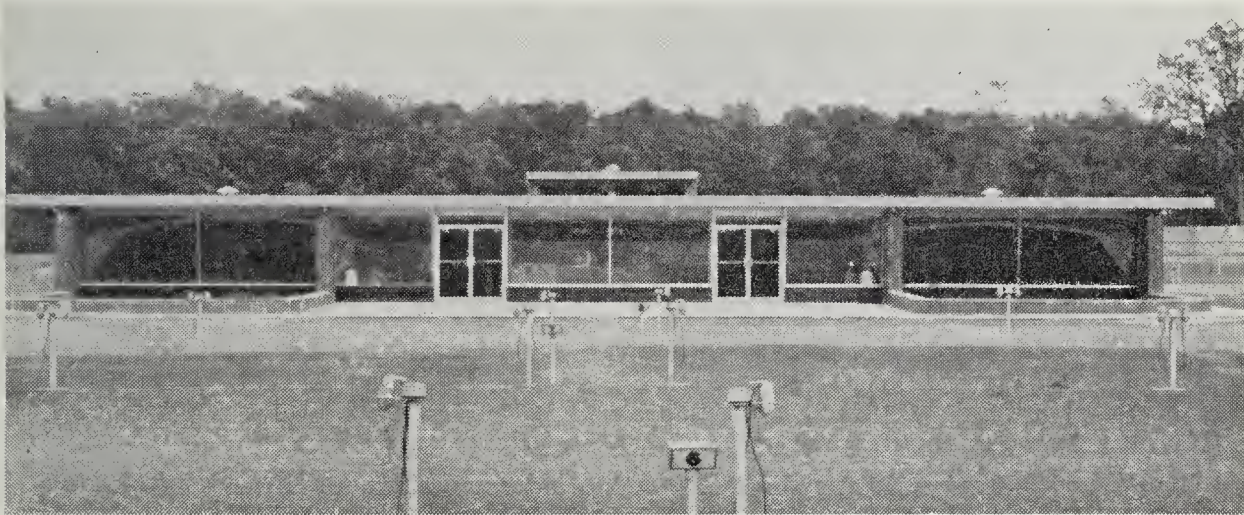
The entire plan is to give the concessionaire, the Berlo Vending Company, complete freedom of operation. The area can be closed up after the last feature has started, and late patrons can use the washrooms, indoor seating areas, drinking fountains, and telephones without entering the actual cafeteria.

According to Berlo, the four-lane cafeteria system has produced an average of 42 cents per customer since the opening of the theatre, and such a figure is a testimonial to the effectiveness of the planning. Patrons are channeled first to the tray rack and then guided by aluminum rails past six major drink and food outlets to the cashier at the end. The

paramount feature of Vogel's design is the elimination of cross traffic, and study of the plan shows that regardless of which entry the patron uses, he circulates without bucking the traffic.

Each counter is 38 feet long, with Formica topping and front. Two plant areas just to the rear of the two tray racks permit the addition of either permanent or real flowers to enhance the surroundings. Twin cashiers' booths are so arranged that one girl can handle both lines on slow nights. When all four counters are operated, eight employees are required.

Of great importance to the success of this operation is the large area devoted to storage, for reasons of convenience and economy. The storage space is approximately 32 feet by 17 feet, and the cubic dimensions of the walk-in cooler are six feet, six inches. The latter is used to store potatoes and non-carbonated drinks, which are high-profit items which must be afforded proper attention.



EXTERIA—BENGIE'S DRIVE-IN CONCESSION BUILDING

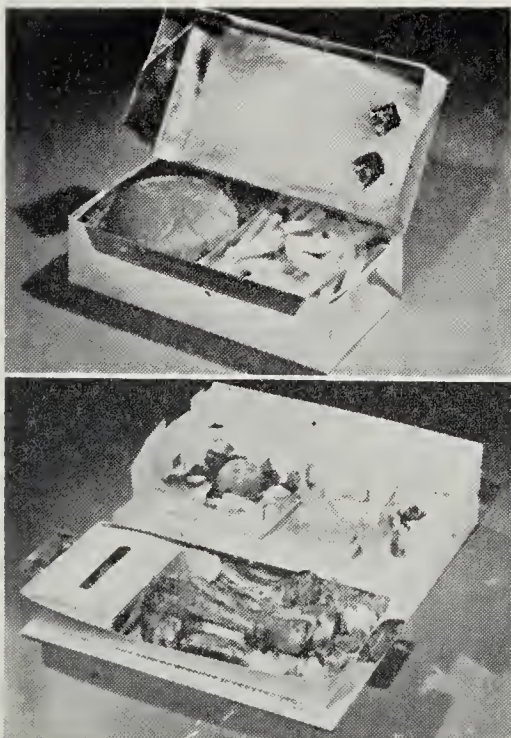
## Marathon's New Carry Out Packaging

A new line of carry-out packaging has been announced by Marathon Corporation with the introduction of its Dine Out series. Featuring snack, lunch, and dinner sized cartons, the new series will accommodate everything from hamburgers to prime ribs or select steaks with all the trimmings, especially convenient for those drive-ins doing a large business in hot prepared foods.

Construction features include removable foil lined trays and dividers and a ready-made place mat. The cartons are

moisture and grease resistant, and are designed to fit into any type of drive-in restaurant operation, with a carton size to take any menu from short orders to complete dinners, it is said.

A spot for plastic silverware and napkin is provided, and the cartons enable operators to provide complete carry-out service at a minimum cost. Compact dispensers designed to quickly and efficiently dispense each size carton and its components round out the series, which is immediately available.



# FREE!

## new popcorn merchandising kit

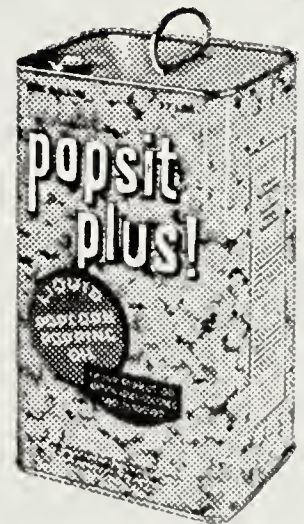
(available thru  
**popsit-plus**  
jobbers)

Get ready for red-hot popcorn sales with this exciting new merchandising kit—consisting of perpetual motion "wobblers" and multi-color streamers.

It's yours free when you contact your **Popsit-Plus** jobber. Put zip in your popcorn sales—act today!

# popsit plus!

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rich, butterlike flavor  
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SIMONIN, PHILADELPHIA 34, PA.

This New Tamper Proof Grill

PLUS

This New Protective Aluminum Screen Speaker Guard

SPELLS

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Real Protection against Pressure damage **TOO!** Unlike speakers with flexible cases, cars can roll over it and the interior speaker mechanism remains in perfect shape.

Shock proofed as well! It's safe because the new Dub'l-Cone is not only rubber cushion mounted, but it also has special new bosses that keep the speaker unit in perfect alignment.



*The* **Ballantyne Co**

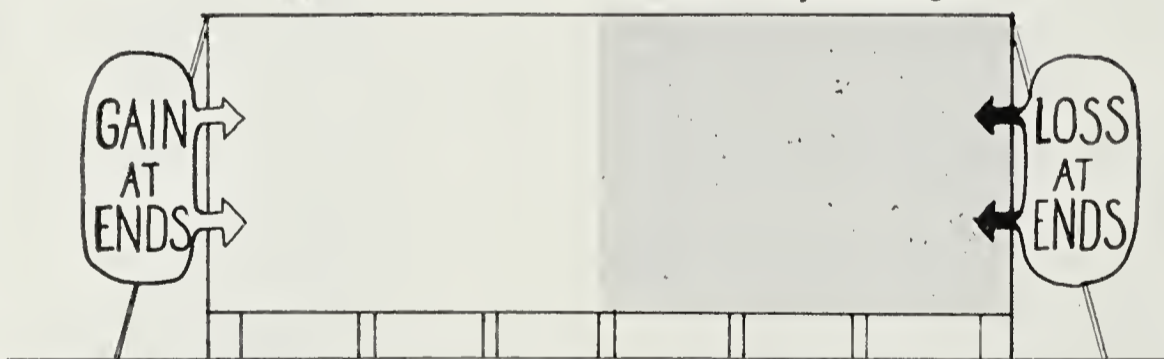
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## Transparent Magnetic Soundtrack Shown

A demonstration of a transparent magnetic soundtrack highlighted a session devoted to sound recording and reproduction that closed the 81st Convention of the Society of Motion Picture and Television Engineers in Washington last month. The papers presented also indicated the further development of bilingual soundtracks.

A paper by George Lewin, of Army Signal Corps, described his discovery of a method for reproducing an optical track even when combined optical and magnetic tracks are required. Some of the applications of the discovery would be in the field of regular 35mm. theatre release prints, as well as multi-language prints in both 35mm. and 16mm. gauge, Lewin said. He stated that relatively minor modifications of most present day equipment would be necessary and that most military projection equipment requires no modification. "I unexpectedly and to my complete surprise, discovered that under certain conditions the magnetic strip has been transparent all the time," Lewin said.

The transparent magnetic track is being used in Army applications and also its multi-lingual possibility has some significance for the world of entertainment. The wider implications of the Lewin discovery appeared to be so far reaching that one member of the audience said that a new era in communications may be at hand.

Other speakers heard included R. J. Tunkham, Ampex Corporation; Carl Shipman and Carl Hittle, RCA Film Recording Section, Hollywood; J. S. Powers and George Krous, Bell and Howell Company, Chicago; Robert C. Lovick and Richard L. White, Eastman Kodak; M. Rettinger of RCA Engineering Department, Hollywood; and W. H. Clarke and F. W. Rennie, RCA Great Britain, Ltd.

### New Floodlighting Units

Two new series of weatherproof wiring troughs and splice boxes, of particular interest for drive-ins, recently were announced by Stonco Electric Products Company. Designed, it is said, to increase floodlighting efficiency in outdoor applications, as well as to cut down costs in initial equipment, installations, and maintenance, both are made of tough aluminum alloys. Covers are also precision cast aluminum and are made full length to expose the entire box or trough interior for quick, easy splicing. The trough holes are standard one-half inch NPS to fit any standard lampholder or fitting, and are slanted outward to provide additional free space for more lampholders on each trough so that floodlighting installations can be laid out with fewer clusters.

The new troughs come in sizes from nine inches to 22 inches in length, to hold up to 12 lampholders individually, while the new splice boxes come in square, round, and hexagon shapes, all available with locking set screws at each hole to permanently fix floodlighting focus once set, Sonco says. All are fully UL-approved. Interchangeable accessories include pole top slip fitters for various sizes of pipe, and wall brackets for mounting complete floodlighting assembly units.

## Testimonial Marks Bessey Retirement

NEW YORK—Supplementing the recent announcement marking the advancement of C. S. Perkins and Marty Wolf to the respective posts of general manager and assistant general manager, Altec Service Company, H. M. Bessey, executive vice-president, Altec Companies, Inc., announced that he will retire from the organization on June 30. Associates of Bessey in the Altec organization from all parts of the United States tendered him a testimonial and farewell dinner last fortnight at the One Fifth Avenue Hotel.

The top executive at the company's New York headquarters joined Altec in 1937, following a career in the banking and accounting field. He occupied several posts of importance prior to his appointment as executive vice-president in 1943. His overall supervision of activities at Altec's New York headquarters included the sales, operations, engineering, accounting, personnel, publicity, and advertising departments, together with representation of the company's interests in numerous union negotiations.

Arrangements for the dinner tribute to Bessey were in the hands of Perkins and Wolf, who announced that division managers, branch managers, and field engineering personnel from coast to coast signified their intention to attend.

Following his retirement, Bessey will act as a member of the board of directors of the Altec Companies. It is understood he will take up residence in a new home in Clearwater, Fla.

## Mack Merchandising Hints

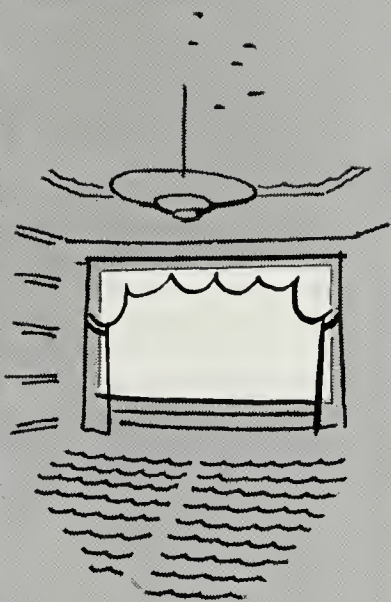
CHICAGO—Filmack Trailer Company president Irving Mack, speaking before the Midwestern Regional Conference of the National Association of Concessionaires here last month, described the concession stand as a "business within a business," which requires enterprise and concentrated attention. Many theatre men, however, pay little attention to it; they let it run by itself, taking for granted that it'll do business, no matter what happens, he contended.

Mack maintains that it is impossible to get maximum concession sales without advertising. He pointed out that the average theatre can publicize itself by running ads in newspapers, billboards, TV, theatre screen, radio stations, and many other media, but the concession stand can be advertised only on the theatre screen.

Stopping the show and announcing an intermission doesn't necessarily result in concession sales, simply because patrons may not be hungry. But a good concession trailer will make them hungry, through the power of suggestion, Mack said. He suggested, as ideal practice, the use of special trailers, designed to sell specific items.

In closing, Mack stressed that it takes enterprise and concentrated attention to get maximum concession sales. But the proper use of "power of suggestion" concession trailers, coupled with attractive mass display of merchandise at the concession counter, will do the job, he asserted.

**INDOORS**

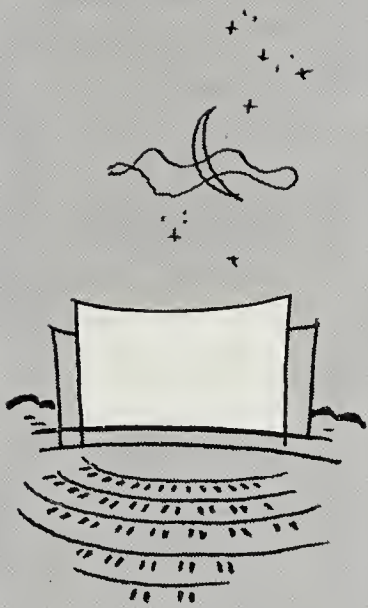


it's the

## WALKER HI-GAIN WHITE SCREEN

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**OUTDOORS**



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## MANCO-VISION ALUMINUM DRIVE-IN SCREEN

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### Unique Installation

(Continued from page PE-5)  
operation, at 180 feet per minute.

On the film, in addition to the picture, in two-to-one proportions, are six magnetic sound tracks. Two of these are outside the sprocket holes, while four of them are inside, two at the top and two at the bottom of the picture.

The sound reproducers use the familiar Davis Oil damped hydro flutter suppressors with a resulting low flutter component. The same flutter suppressor, by a unique mechanical arrangement, is used also for optical reproduction, making it universal in its application. Optical sound reproduction is not used.

The intermittent movements, designed for the Williamsburg projectors, include larger starwheels, larger cams, and larger shafts than ordinarily used in standard practice, engineered to provide optimum picture steadiness with adequate mechanical stability to project film at 180 feet per minute. Of course, larger intermittent sprockets are used.

The special, water-cooled curved film traps with curved gates were designed in cooperation with Bausch and Lomb. The curves of the film trap shoes were designed to include all factors contributing to as perfect picture reproduction as possible. The final results, observers report, prove that such detailed study reflects a quality of projection unsurpassed by any process to date.

Because one of the requirements was the projection of the complete program from one reel of film (40 minutes running time), new and larger magazines were essential. In order that the film tension should remain reasonably constant from the inside of the take-up reel to the large diameter of the full reel, Torque motors were used with newly designed electrical circuits to compensate for the change in tension concomitant with increased diameter.

In addition, a greatly increased Torque was provided to overcome the inertia of the large film reel when starting the projector. This increased Torque could not, of course, pull the sprocket holes when applied. The electrical circuit, therefore, automatically increased the "stalled" Torque applied to the take-up reel, and the drive is reported to have proven itself entirely satisfactory.

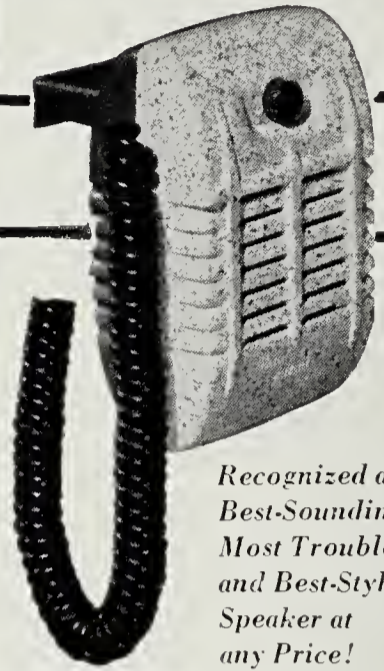
The special projection and sound equipment, together with the unique design of the twin theatres, establishes a milestone in motion picture presentation.

### Pic Scratches Eliminated By New Projector Attachment

NEW YORK—A system said to eliminate scratches from film as it passes through the projector has been devised by Dick Sassenburg, RKO Television traffic department head. Recently, Sassenburg formed the Piclear Company to market the product, which was displayed at the National Association of Radio and Television Engineers convention.

The Piclear unit, which attaches to any projector, will sell for approximately \$125, it was said, and the first units were expected to be on the market this month. The Piclear fluid, which is key to the system, will sell for about \$16 per gallon, estimated to keep a unit supplied for one month.

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**EPRAD**  
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SUBSIDIARIES OF GENERAL PRECISION EQUIPMENT CORPORATION

## How's Your Air Conditioning?

With the arrival of summer, one of the exhibitor's primary concerns is the maintenance of his air conditioning system. Because the circulating water of most systems can cause a number of serious operating difficulties that cause shut down and also shorten the life of the equipment, Water Service Laboratories, Inc., has prepared the following article, which describes these difficulties and also outlines the steps that may be taken to minimize trouble.

AIR conditioning systems are subject to corrosion of the equipment that comes in contact with water, namely cooling towers, refrigerant condensers, heat exchangers, air washers, piping, and pumps. In addition, the corrosion products may clog spray nozzles and impair the efficiency of heat exchange apparatus. As dissimilar metals are commonly used in the assembly of such systems, galvanic action accelerates the corrosion.

Most natural waters are corrosive to metals because they contain in solution oxygen and carbon dioxide. In addition to these elements naturally present in water as it comes from city mains, the contact with the large volumes of air that pass through the cooling tower, or evaporative condenser, and the air washer, results in continual saturation of the water with these corrosive gases. Moreover, the absorption of other corrosive impurities such as sulphur dioxide, which is present in the flue gases discharged from city smokestacks, makes the corrosion problem particularly serious.

### Treatment To Prevent Corrosion

One of the most widely used and effective treatments for the prevention of corrosion in natural water is to feed to the water sodium chromate, which prevents corrosion by forming on the metal strip a thin, passivating film. The chromate will also act as a slimicide to inhibit organic growths on the water-contacted services and prevent the water from acquiring an odor.

To maintain the desired concentration of chemicals at all times in the condenser cooling water or air washer water, it is necessary to feed the chemical solutions continuously in small amounts, rather than by intermittent dosing. This can be accomplished by connecting to the circulating water system a proportioning feed (Chemistat), by means of which the chemical solution is introduced in a continuous small stream whenever water is being circulated.

### Prevention Of Scale

If the water is hard—contains large amounts of calcium and magnesium salts—scale formation may also be a problem in cooling towers and evaporative condensers where the continual evaporation increases the concentration of these salts in the water. To minimize scale formation, the blowdown or bleed-off from the cooling water circuit is regulated to hold within certain limits the concentration of calcium and magnesium compounds, and the water may be treated with surface-active materials such as

certain of the polyphosphates, to increase the solubility of the scale-forming salts.

### Chilled Water Systems

It is sometimes thought that no treatment is needed for the water in a closed chilled water circulating system because it is supposed that the same water stays in them all the time and once its corrosive effect or scale forming tendency has been expended, no further action takes place. However, as a matter of fact, it has been found that in such systems there may be a large amount of water lost through leakage at the packing glands of the circulation pump or elsewhere, and this requires feeding into the system a corresponding amount of makeup water that contains dissolved corrosive gases and scale forming mineral salts. Suitable chemical treatment is needed to counter-

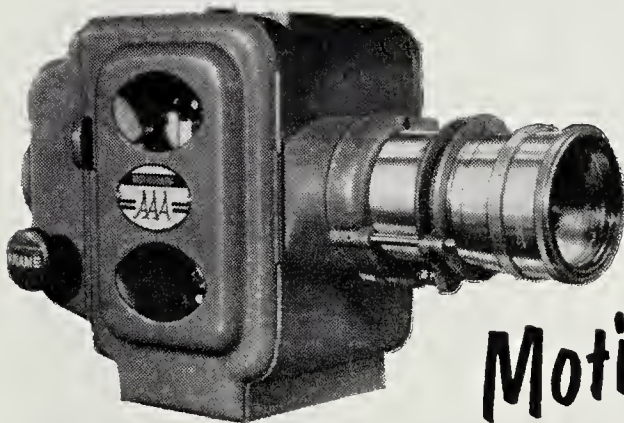
act the effect of those impurities, and the feeding of the chemicals should be done at a rate proportional to the entry of makeup water to the system.

In east coast areas, Water Service Laboratories furnishes a complete water treatment service, which consists of the installation of the Chemistat feeding device; the furnishing and delivery, and application of all necessary chemicals; regular collection and analysis of water samples; the regular inspection and maintenance of the Chemistat; and the feeding of the proper chemicals as called for by analysis of the specimens.

Water Service Laboratories volunteers to make a survey of the operating conditions of any air conditioning plant and to make a report to the owner or management of the situation without obligation.

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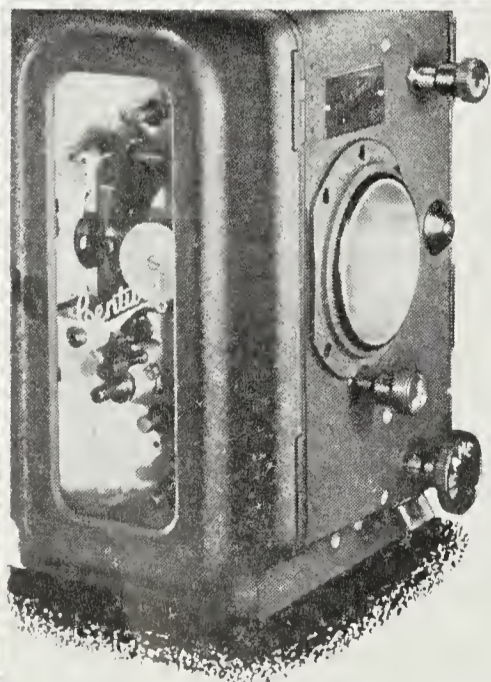
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## "Cineoptic," New Dimensional Process

CHARLOTTE—The development of a new dimensional motion picture system known as "Cineoptic," was announced recently at a press conference by Walter H. Shapiro, president of American Commercial Exchange, Inc., the firm which is managing the business development of the process. Shapiro stated that full cooperation would be extended to producers wishing to test the system, by providing "all necessary data and assistance."

"As to the system itself, the key to Cineoptic is its simplicity," Shapiro said. "The entire system lies within the screen itself; it requires no additional camera or projectors, and yet creates an unbelievably realistic feeling of depth and dimension. The achievement is in the shape and design of the screen, which is uncomplicated, simply erected, and no costlier than any existing screen."

Explaining further, Shapiro stated that the reason a truly dimensional picture is presented is because the screen itself is dimensional. The screen curves away from the audience (convex) and also curves vertically as well as horizontally.

"Of major importance to the industry," Shapiro went on "is the fact that any simple wide screen product can continue to be photographed and created exactly as in the past with absolutely no change or alteration whatsoever . . . Existing wide screen pictures can be shown with an improved feeling of depth and dimension . . . due to an introduction of optic qualities never before utilized. This is a simple system requiring no trick or dual photography, no paneling or combining of synchronized sections . . ." he stated.

The American organization intends, it was said, to place the system in the hands of a motion picture producing company. The inventor, or developer, of the process was not disclosed, although it was disclosed that it is based on calculations of a 19th century German mathematician.

### Standards Conference To Analyze Profit Squeeze

NEW YORK—How to beat the cost-profit squeeze harassing business and industry will be the subject of the eighth National Conference on Standards, to be held in San Francisco's St. Francis Hotel, Nov. 13-15. The conference will meet in conjunction with the 39th annual meeting of the American Standards Association, conference sponsor. The sessions will include coverage of the motion picture and television fields.

Why the film industry finds standards indispensable in the distribution and sale of films will be treated by speakers from the Motion Picture Research Council and the Society of Motion Picture and Television Engineers, during a program on cinematography. The SMPE representative will be R. A. Isberg, Ampex Corporation.

Of course, for the past several years, the subject of standards has been an important one for the entire film industry.

## General Precision Sales And Earnings Improve

NEW YORK—General Precision Equipment Corporation had consolidated net profit of \$1,107,732 for the quarter ended March 31, after taxes and amortization of goodwill, compared with consolidated net profit of \$346,973 for the first three months of 1956, Hermann G. Place, president, announced recently.

After deducting preferred dividends, net income was equivalent to 85 cents a share on the 1,125,806 common shares outstanding at the end of the 1957 quarter, against 20 cents per share on the 1,065,329 shares of common stock outstanding on March 31, 1956.

Consolidated net sales for the latest three months were \$43,537,613, compared with \$32,678,823 for the first quarter of 1956. Place said that the consolidated

backlog of orders amounted to \$170,156,000 as of March 31, compared with \$129,861,000 a year earlier.

### Common And Preferred Stock Dividends Declared By GPE

NEW YORK—Directors of General Precision Equipment Corporation recently declared a dividend of 60 cents per share on the common stock which was payable June 15 to stockholders of record on May 31.

The directors also declared a regular quarterly dividend of \$1.18¾ per share on the \$4.75 cumulative preferred stock, and a quarterly dividend of 40 cents per share on the \$1.60 cumulative convertible preference stock, both payable June 15 to stockholders of record on May 31.

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## SMPTE Meeting Considers Field Information Problem

WASHINGTON—In the course of the 81st bi-annual SMPTE convention here recently, the projectionists information committee discussed what kind of information to get to the projectionist in the field and the means of disseminating that information.

It was decided to ask the projectionists, through the columns of the SMPTE Journal and the IATSE Bulletin and other publications, to write about the problems they encountered to the committee at 55 West 42nd Street, New York 36. The letters would be used as a basis for articles in various publications about recurring field difficulties and the solution to the problems would be published. It is felt that many projectionists are bothered by similar problems.

Ralph Heacock is committee chairman.

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# Tips To Improve Screen Brightness And Resolution

A recent bulletin issued by Al Boudouris, head of the Theatre Equipment Company, Toledo, O., contained some interesting facts about obtaining proper screen brightness in indoor and drive-in theatres, utilizing the latest devices and equivalent now at the disposal of theatre-men. The following is what Mr. Boudouris had to say:

Harold Plumadore, Toledo, who is the business agent of the Local, and is also an engineer at Strong Electric Company, has a tremendous amount of work in trying to solve the problem of film distortion, warping, heat flutter, and drift focus.

It is now apparently possible to so minimize all these defects so that there is a real startling improvement in picture brightness and picture resolution possible.

At the Miracle Mile Drive-In, Toledo, and at the Paramount, Toledo, the results achieved in the last few weeks are actually startling.

The means by which these results were achieved were a combination of several things.

I must, however, warn you at this time that you cannot achieve these results entirely by leaving even one of these items out. Everything must be done, or you will not receive the proper satisfaction and proper results.

1. Water-cooled projector.
2. Curved Gate.
3. "Cold" Reflectors. These reflectors are transparent to infra red, and only reflect the visible white and usable light. These are a new development, but are now available for everyone.
4. Huff Steam Vaporizer to be installed on rewind to return the lost moisture to the film. The film is properly steamed and properly shaped to use when a length of it can be unrolled on the bench and the film will lay perfectly flat and hugs the beach. In some cases, prior to the first use and first running of the film, you will have to run it through the rewind as many as three times, steaming it each time.
5. Short Blades (72° blades on the shutter).
6. Flicker Blade—approximately one inch cut off each side of the flicker blade, or a total of two inches.
7. The lens must be clamped out in front of the prime lens in some manner.

### Air Freshener

The Williams Chemical Company recently announced a new fan-operated Air Freshener which is guaranteed to neutralize unwanted odors. According to the manufacturer, this new unit will deodorize areas up to 7,500 cubic feet, and it is recommended for use in any rooms where the public would be subjected to unpleasant odors, such as theatre area.

In neutralizing objectionable odors, the Wilco Air Freshener replaces them with the pleasant fragrances of spice, pine, floral bouquets, or cedar. The manufacturer says costs are low.

If the lens is clamped back on the barrel, it is insufficient to compensate for the growth of the barrel from the heat, and the change of apparent focal length of the element because of the heating effect. In other words, we have rigged up the sleeves which grasp the prime lens up near its outside diameter toward the screen. We leave the regular lens clamping device completely loose. (In order to prevent inadvertent tightening of this lens clamping device, we have removed them from several jobs completely.) Some means must be provided to retain the lens in the projector if it is an indoor theatre, since most projectors angle downward. In a drive-in we do not have that concern. We simply allow the prefocus ring to bear against the end of the sleeve, since the projector is tipped upward, and it can do nothing but stay in place.

We have improved the sharpest picture to the point where it is really beautiful! We have improved the light on the screen to where it is almost twice as much as when we started working on the project a year ago. (We are using the 11mm. hi-intensity carbon at 128 amp.)

The results are that we have minimized gate flutter to the point where it is not discernible on the screen. We have an almost perfect focus all the way across the screen; have eliminated drift focus which was caused by the heating up of the lens and stretching the tube, and almost doubled the light on the screen. We can now change over from one machine to the other and not have to re-focus. We do not have to re-focus during the running of the reel, and we very seldom have to re-focus on a changeover. We do not have to re-focus from scene to scene as we used to about a year ago.

One other thing that can be done to help a lot is the painting of the screen. We have found that if we paint the screen with a very bright chromated aluminum paint as a base coat, and then put a thin coat of vinyl paint over the top that we improve the screen's reflectance and the brightness of the picture. The thin vinyl coat over the aluminum acts as a dispersant and defuses the light so that you don't get "hot" spots. The undercoat of very bright aluminum reflects the light that is penetrated through the vinyl coats of paint and adds to the light going back to the audience.

### Self-Closing Waste Receptacle

A complete new line of chrome-plated trash receivers, Bennet Bilt Self-Closing Waste Receptacles, has been announced by the Bennet Manufacturing Company. The design of the self-closing door spring mechanisms insures positive closed doors when not in use and when placed on uneven floors, with the result that the unit is fire-resistant, and especially useful in conventional and outdoor theatre situations where trash fires frequently occur. If a fire starts inside, the manufacturer states, it will only smoulder and finally smother itself due to lack of air.



This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures reviewed during the past year. Every second issue of the Check-Up also contains a similar reference index to all short subjects. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created by the editors of—

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SERVISECTION

The Check-Up of all features reviewed for a 12-month period

Allied Artists

ATTACK OF THE CRAB MONSTERS—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.  
BLONDE SINNER—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).  
CALLING HOMICIDE—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—9-19-56—4225.  
CANYON RIVER—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.  
CHAIN OF EVIDENCE—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—2-20-57—4289.  
CRUEL TOWER, THE—MD—John Ericson, Mari Blanchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).  
DRAGON WELLS MASSACRE—W—Barry Sullivan, Dennis O'Keefe, Mona Freeman—Good, large scale western—88m.—6-12-57—4337—DC—CS.  
FIGHTING TROUBLE—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).  
FIRST TEXAN, THE—MD—Joel McCrea, Felicia Farr, Jeff Morrow—Well made historical meller—82m.—6-27-56—4181—TC—CS.  
FOOTSTEPS IN THE NIGHT—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.  
FRIENDLY PERSUASION—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—10-3-56—4229—DC—CS.  
HIGH TERRACE—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.  
HOLD BACK THE NIGHT—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—9-5-56—4213.  
HOLD THAT HYPNOTIST—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys' series entry—61m.—3-20-57—4301.  
HOT SHOTS—C—Huntz Hall, Stanley Clements, Joi Lansing—Series average—61m.—2-20-57—4289.  
LAST OF THE BADMEN—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.  
LET'S BE HAPPY—MU—Tony Martin, Vera Ellen, Robert Fleming—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.  
LOVE IN THE AFTERNOON—C—Gary Cooper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337.  
NAKED HILLS, THE—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—10-3-56—4229—PatheColor.  
NAVY WIFE—C—John Bennett, Gary Merrill, Shirley Yamaguchi—Comedy has angles—83m.—6-27-56—4181.  
NO PLACE TO HIDE—D—David Brian, Marsha Hunt, Hugh Corcoran—For the lower half—71m.—7-25-56—4189—DC.  
NOT OF THIS EARTH—MD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.  
OKLAHOMA, THE—W—Joel McCrea, Barbara Hale, Gloria Talbott—Good western—80m.—6-26-57—DC—CS.  
ROSE BOWL STORY, THE—C—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—12-12-56—4261—Color—RE.  
SCREAMING EAGLES—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—9-5-56—4213.  
STRANGE INTRUDER—MD—Edmund Purdon, Ida Lupino, Ann Harding—Good adult post-war meller—82m.—11-28-56—4257.  
SUDDEN DANGER—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting program mer—65m.—1-11-57—4085.  
THREE FOR JAMIE DAWN—MD—Richard Carlson, Laraine Day, Ricardo Montalban—Names may help programmer—84m.—6-27-56—4181.  
THUNDERSTORM—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—9-5-56—4213—(B)—(Made in Spain).  
YAQUI DRUMS—W—Rud Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—9-19-56—4225.  
YOUNG GUNS, THE—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

American International

DRAGSTRIP GIRL—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57.  
FLESH AND THE SPIRIT—W—John Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor.  
GIRLS IN PRISON—MD—Richard Denning, Joan Taylor—For the lower half—87m.—8-8-56—4201.

KEY

Letters in parentheses ( ) indicate Catholic Legion of Decency ratings where the picture is classified either objectionable in part or all (B) or condemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture:

C—Comedy MD—Melodrama  
CAR—Cartoon MU—Musical  
COMP—Compilation TRAV—Travelogue  
D—Drama W—Western  
DOC—Documentary

Other abbreviations indicate projection and color processes:

CS—CinemaScope SS—SuperScope  
DC—DeLuxe Color TC—Technicolor  
EC—Eastman Color TE—Technirama  
MC—MetroColor TR—Trucolor  
NA—Naturama VV—VistaVision  
RS—Realscope WC—WarnerColor  
RE—Signifies Reissue

GUNSLINGER—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—8-8-56—4201—PatheColor—(B).  
HOT-ROD GIRL—MD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles far some spots—75m.—8-8-56—4201.  
IT CONQUERED THE WORLD—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.  
NAKED PARADISE—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color.  
ROCK ALL NIGHT—MUMD—Dick Miller, Abby Dalton—Lower half filler—63m.—6-26-57.  
RUNAWAY DAUGHTERS—D—Maria English, John Litel, Anna Sten—For the lower half—88m.—11-14-56—4249—(B).  
SHAKE, RATTLE AND ROCK—MU—Fats Domino, Lisa Gaye, Touch Connors—Exploitable programmer—77m.—11-14-56—4249.  
SHE CREATURE, THE—MD—Chester Morris, Maria English, Tom Conway—Lower half filler—77m.—10-31-56—4245.  
UNDEAD, THE—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—4-3-57—4305.  
VOODOO WOMAN—MD—Maria English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—4-3-57—4305.

Associated

FRONTIER GAMBLER—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—9-5-56—4214.  
MAN BEAST—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.  
NAKED GUN—W—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—4-3-57—4305.  
THREE OUTLAWS, THE—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—8-22-56—4205—SS235.  
WILD DAKOTAS, THE—W—Bill Williams, Coleen Gray—Average western—73m.—7-25-56—4189.

Astor

MEN OF SHERWOOD FOREST—MD—Don Taylor, Reinald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—9-5-56—4214—EC—English.

Buena Vista

CINDERELLA—CAR—Reissue is taanatch Disney—74m.—1-9-57—4273—TC—RE.  
DAVY CROCKETT AND THE RIVER PIRATES—MD—Fess Parker, Buddy Ebsen, Jeff York—Okay adventure film will need plenty of push—81m.—7-25-56—4189—TC.  
IF ALL THE GUYS IN THE WORLD . . .—D—Andre Valmy, Jean Gaven, Marc Cassot—Exciting import—95m.—5-1-57—4317—Titles—French.  
JOHNNY TREMAIN—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—5-15-57—4325—TC.  
SECRETS OF LIFE—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.  
WESTWARD HO, THE WAGONS—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially far younger set—90m.—12-26-56—4265—TC—CS.  
YANG KWEI FEI—D—Japanese cast—Far the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

Columbia

ABANDON SHIP—D—Tyrone Power, Mal Zetterling, Lloyd Nolan—Highly interesting drama—100m.—4-3-57—5306—English.  
BEYOND MOMBASA—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-29-57—4333—TC.  
BURGLAR, THE—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help over-involved program meller—90m.—5-1-57—4317—(B).  
CALYPSO HEAT WAVE—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337.  
CHA-CHA-CHA BOOM—MU—Perez Prado and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—10-3-56—4229—(B).  
DON'T KNOCK THE ROCK—MU—Bill Haley and Comets, Alan Dale, Patricia Hardy—For the rock 'n' roll addicts or as filler for the lower half—80m.—12-26-56—4265.  
FIRE DOWN BELOW—D—Rita Hayworth, Robert Mitchum, Jack Lemmon—Colorful, slightly off-beat drama benefits from top name values—116m.—5-29-57—433—TC—CS—(B).  
FULL OF LIFE—C—Judy Holliday, Richard Conte, Salvatore Baccaloni—Highly enjoyable entertainment—91m.—12-26-56—4265.  
GAMMA PEOPLE, THE—MD—Paul Douglas, Eva Bartok, Leslie Phillips—Mild import for lower half—79m.—9-19-56—4225—English.  
GARMENT JUNGLE—MD—Lee J. Cobb, Kerwin Mathews, Gia Scala—Tough pro-union story of garment industry is hard hitting melodrama; but will need plenty of push—88m.—5-1-57—4317.  
GUNS FOR FORT PETTICOAT, THE—W—Audie Murphy, Kathryn Grant, Hope Emerson—Good action programmer—82m.—3-20-57—4301—TC.  
HE LAUGHED LAST—C—Frankie Lane, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—10-3-56—4230—TC—(B).  
HEART OF SHOW BUSINESS, THE—DOC—Produced and directed by Ralph Staub—Excellent story of Variety Clubs International—40m.—5-29-57—4333—TC.  
HELLCATS OF THE NAVY—D—Ronald Reagan, Nancy Davis, Arthur Franz—Okay programmer of submarine warfare—82m.—5-1-57—4317.  
LAST MAN TO HANG, THE—D—Tom Conway, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—11-14-56—4250—English.  
MAGNIFICENT SEVEN, THE—MD—Japanese cast—Very good entry for art and specialty spots—158m.—1-23-57—4277—Japanese-made—English titles—(B).  
MAN WHO TURNED TO STONE, THE—MD—Victor Jory, Ann Doran, Charlotte Austin—Average horror entry for the duallers—71m.—2-20-57—4290—(B).  
MIAMI EXPOSE—MD—Lee J. Cobb, Patricia Medina, Edward Arnold—Average crime meller for the duallers—73m.—9-5-56—4197.  
NIGHTFALL—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome addition to the program—78m.—12-12-56—4261.  
NIGHT THE WORLD EXPLODED, THE—MD—Kathryn Grant, William Leslie—Science fiction meller for the duallers—64m.—6-26-57.  
1984—MD—Edmond O'Brien, Michael Redgrave, Jan Sterling—Off-beat entry can go in art and specialty spots and many conventional situations—91m.—9-5-56—4189—English.

ODONGO—MD—Rhonda Fleming, MacDonald Carey, Juma—Pleasing programmer—85m.—10-3-56—4230—TC—CS.  
 PAPA, MAMA, THE MAID, AND I—C—Robert Lomoureux, Gaby Morloy—One of the better French farces should do okay in the art houses—94m.—10-31-56—French-made—English titles and Narration.  
 PHANTOM STAGECOACH, THE—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—4-13-57—4306.  
 PORT AFRIQUE—MD—Pier Angeli, Phil Carey, Dennis Price—Locale helps program meller—92m.—9-19-56—4224—TC—English.  
 REPRISAL—MD—Guy Madison, Felicio Farr, Kathryn Grant—Interesting western meller—74m.—10-3-56—4230—TC.  
 RIDE THE HIGH IRON—D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—12-12-56—4261.  
 ROGUES OF SHERWOOD FOREST—D—John Derek, Diona Lynn, George Macready—Reissue is okay adventure prgrammer—80m.—10-31-56—4241—RE.  
 RUMBLE ON THE DOCKS—D—James Dorren, Laurie Carroll, Michael Granger—Average meller of 'teen-age violence will appeal most to 'teen-age audiences—82m.—2-20-57—4290—(B).  
 SEVENTH CAVALRY, THE—MD—Randolph Scott, Barbara Hale, Jay C. Flippin—Okay outdoor meller—75m.—10-31-56—4241—TC.  
 SHADOW ON THE WINDOW, THE—MD—Phil Carey, Betty Garrett, John Barrymore, Jr.—Okay programmer—73m.—3-6-57—4297.  
 SIERRA STRANGER—W—Howard Duff, Gloria McGhee, Dick Foran—Mediocre western—74m.—5-15-57—4325.  
 SILENT WORLD, THE—DOC—Made by Jacques-Yves Cousteau and Louis Malle—High rating, beautifully photographed underwater documentary is an art house natural and has appeal for many regular situations—86m.—10-3-56—4230—TC—French-made.  
 SOLID GOLD CADILLAC, THE—C—Judy Holliday, Paul Douglas, Fred Clark—High rating comedy—99m.—9-5-56—4205.  
 SPIN A DARK WEB—MD—Faith Domergue, Lee Patterson, Rona Anderson—Lower half filler—76m.—10-3-56—4230—(B)—English.  
 STORM CENTER—D—Bette Davis, Brion Keith, Kim Hunter—Thought-provoking drama on controversial theme will fare best in metropolitan and special situations—85m.—9-5-56—4197.  
 STRANGE ONE, THE—D—Ben Gazzara, Pat Hingle, Mark Richman—Filmization of play and novel is off-beat and interesting—97m.—4-3-57—4306—(B).  
 SUICIDE MISSION—DOC—Leif Larsen—Lower half entry—70m.—11-14-56—4250—Filmed in Norway and Shetland Islands.  
 TALL T, THE—W—Randolph Scott, Maureen O'Sullivan, Richard Boone—Good Scott entry should please western and action fans—78m.—4-3-57—4306—TC.  
 TEN TALL MEN—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—10-31-56—4242—TC—RE.  
 TO THE ENDS OF THE EARTH—MD—Dick Powell, Signe Hasso, Maylio—Reissue is high rating meller—108m.—10-31-4242—RE.  
 20 MILLION MILES TO EARTH—MD—William Hopper, Joan Taylor—Mediocre science fiction feature for the duallers—82m.—6-12-57—4337.  
 27TH DAY, THE—MD—Gene Barry, Valerie French—Good science fiction programmer—75m.—5-29-57—2333.  
 UTAH BLAINE—W—Rory Calhoun, Susan Cummings, Angela Stevens—Average western fare for the duallers—75m.—1-23-57—4277.  
 WHITE SQUAW, THE—W—Dovid Brian, May Wynn, William Bishop—For the lower half—75m.—10-31-56—4242.  
 WICKED AS THEY COME—MD—Arlene Dohl, Phil Carey, Herbert Marshall—Fair meller for the program—94m.—1-9-57—4273—(B)—English.  
 YOU CAN'T RUN AWAY FROM IT—C—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—10-17-56—4237—TC—CS—(B).  
 ZARAK—AD—Victor Mature, Michael Wilding, Anita Ekberg—Colorful action packed adventure should have wide appeal—99m.—12-26-56—4266—TC—CS—(B).  
 ZOMBIES OF MORA TAU—MD—Gregg Palmer, Allison Hayes, Autumn Russell—Mild horror entry for the duallers—70m.—3-6-57—4297—(B).

## Continental

LOVE LOTTERY, THE—C—David Niven, Peggy Cummins, Anne Vernon—Lightweight English farce—89m.—2-20-57—4293—TC—English.  
 SECRETS OF THE REEF—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Youna and Murray Lerner—Intriguing entry of life under water—72m.—10-31-56—4245—EC.  
 SHIP THAT DIED OF SHAME, THE—D—Richard Attenborough, George Baker, Virginia McKenna—Interesting entry—91m.—9-5-56—4220—English.  
 SNOW WAS BLACK, THE—D—Daniel Gelin, Marie Monsart, Valentina Tessier—Well-made off-beat entry for art spots—105m.—11-28-56—French—Titles—(C).

## DCA

(Distributors Corporation Of America)

BABY AND THE BATTLESHIP, THE—C—John Mills, Richard Attenborough, Martyn Garrett—Fairly amusing British farce—96m.—4-3-57—4306—EC—English.  
 BATTLE HELL—MD—Richard Todd, William Hartnell, Akim Tomiroff—Excellent recreation of British naval exploit—110m.—5-15-57—4325—English.  
 BERMUDA AFFAIR—D—Kim Hunter, Gary Merrill, Ron Randell—Program material—88m.—6-26-57—English.  
 COLDITZ STORY, THE—MD—John Mills, Eric Portman, Frederick Valk—Interesting English prisoners of war story—97m.—5-1-57—4318—English.  
 GOLD OF NAPLES—COMP—Toto, Saphio Loren, Vittorio DeSica, Silvano Manganò—Entertaining import of four short stories for the art spots—107m.—3-20-57—4301—(B)—Italian—Titles.  
 HALF HUMAN—MD—John Carradine—Horror entry for exploitation program—70m.—5-29-57—4333—Japanese; English narration and dialogue.  
 JEDDA THE UNCIVILIZED—D—Off-beat, interesting entry for art and specialty spots—88m.—7-11-56—4185—(B)—EC—Australian.  
 JOHN AND JULIE—C—Colin Gibson, Lesley Dudley—Light weight but charming adventures of children off to see Coronation—82m.—6-26-57—EC—English.  
 MONSTER FROM GREEN HELL—MD—Jim Davis, Barbara Turner—Horror item for lower half—71m.—5-29-57—4334.  
 1,000 YEARS FROM NOW—MD—Robert Clarke, Margaret Field—Reissue of "Captive Women" should be exploitable—65m.—4-3-57—4307.  
 PRIVATE'S PROGRESS—C—Richard Attenborough, Dennis Price—Highly amusing import—96m.—9-5-56—4214—English.  
 ROCK, ROCK, ROCK—MU—Tuesday Weld, Alon Freed, Frankle Lyman—Picture with the beat, okay dualler—83m.—12-26-56—4266.  
 WOMAN OF ROME—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots or exploitation houses—93m.—1-23-57—4277—(C)—Italian—Dubbed in English.

## Metro

BARRETT'S OF WIMPOLE STREET, THE—MD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—1-23-57—4277—MC—CS—English.  
 BOOM TOWN—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—10-31-56—4342—RE.  
 BOYS' TOWN—MD—Spencer Tracy, Mickey Rooney, Henry Hull—Reissue of top-notch family meller—96m.—1-23-57—4278—RE.  
 BRIDE GOES WILD, THE—C—Van Johnson, June Allyson—Reissue of top-notch comedy—98m.—5-29-57—4334—RE.  
 DESIGNING WOMAN—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—3-20-57—4301—MC—CS—(B).  
 EDGE OF THE CITY—D—John Cassavetes, Sidney Paitler, Kathleen Maguire—Off-beat drama has merit and many angles—85m.—1-9-57—4273.  
 FASTEST GUN ALIVE, THE—D—Glenn Ford, Jeanne Crain, Broderick Crawford—Interesting off-beat western has names to help—89m.—6-27-56—4181.  
 GASLIGHT—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—4-3-57—4307—RE.  
 GREAT AMERICAN PASTIME, THE—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—11-28-56—4257.  
 GREEN DOLPHIN STREET—D—Lona Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—1-23-57—4278—RE.

HAPPY ROAD, THE—C—Gene Kelly, Barbara Laage, Bobby Clark, Brigitte Fossey—Fine family fare—100m.—2-6-57—4285.  
 HIGH SOCIETY—CMU—Frank Sinatra, Grace Kelly, Bing Crosby—High rating amusement—107m.—7-25-56—4190—TC—VV—(B).  
 HOT SUMMER NIGHT—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—Interesting program entry—86m.—2-6-57—4285.  
 IRON PETTICOAT, THE—C—Bob Hope, Katherine Hepburn, Noelle Middleton—Fairly amusing Hope entry—87m.—1-9-57—4274—TC—VV—(B).  
 JULIE—MD—Doris Doy, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—10-17-56—4237.  
 LITTLE HUT, THE—C—Avo Gardner, Stewart Granger, David Niven—Sophisticated comedy should have considerable urban appeal and benefit everywhere from cast row—98m.—5-15-57—4326—EC.  
 LIVING IDOL, THE—D—Steve Forrest, Lillione Monteverchi, James Robertson Justice—Colorful drama has angles—101m.—5-15-57—4326—EC—CS.  
 LIZZIE—D—Eleanor Parker, Richard Boone, Joan Blondell—Psychological entry of a girl and her problems proves interesting—81m.—3-6-57—4298—(B).  
 LUST FOR LIFE—BIOD—Kirk Douglas, Anthony Quinn, Pamela Brown—Well-made entry for art, specialty and some class spots—122m.—9-19-56—4226—MC—CS.  
 MAN ON FIRE—D—Bing Crosby, Inger Stevens, Mory Fickett—High rating drama—95m.—6-12-57—4338—(B).  
 MARIE ANTOINETTE—D—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—11-14-56—4250—RE.  
 MUTINY ON THE BOUNTY—MD—Charles Loughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—12-12-56—4261—RE.  
 OPPOSITE SEX, THE—C—June Allyson, Joan Collins, Leslie Nielsen—Loaded with entertainment values—117m.—9-19-56—4226—MC—CS—(B).  
 OUR VINES HAVE TENDER GRAPES—D—Edward G. Robinson—105m.—5-29-57—4334—RE.  
 POSTMAN ALWAYS RING TWICE, THE—MD—Lana Turner, John Garfield, Cecil Kellaway—Names will send reissue into high grosses—113m.—4-3-57—4307—RE.  
 POWER AND THE PRIZE, THE—D—Robert Taylor, Elisabeth Mueller, Burl Ives—Interesting drama of big business introduces shining new female star—98m.—9-19-56—4226—CS.  
 SEVENTH SIN, THE—D—Eleanor Parker, Bill Travers, George Sanders—Romantic drama offers much for femmes—94m.—5-29-57—4334—CS.  
 SILK STOCKINGS—MU—Fred Astaire, Cyd Charisse, Jonis Poige—High rating musical comedy—117m.—5-29-57—4334—MC—CS—(B).  
 SLANDER—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama has powerful indictment of scandal magazines—81m.—12-26-56—4266.  
 SOMEBODY UP THERE LIKES ME—D—Paul Newman, Pier Angeli, Everett Sloane—Well-done, highly interesting entry—113m.—7-11-56—4185.  
 SOMETHING OF VALUE—MD—Rock Hudson, Don Wynter, Sidney Poltner—Highly interesting adventure tale of modern Africa and its peoples—113m.—5-1-57—4318.  
 TALE OF TWO CITIES, A—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—11-14-56—4250—RE.  
 TARZAN AND THE LOST SAFARI—MD—Gardan Scott, Robert Beatty, Yolande Donlon—New Tarzan entry will please fans—80m.—4-3-57—4307—TC—English.  
 TEA AND SYMPATHY—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama—122m.—10-3-56—4231—MC—CS—(B).  
 TEAHOUSE OF THE AUGUST MOON, THE—C—Marlon Brando, Glenn Ford, Machiko Kyo—Highly amusing entry—123m.—10-31-56—5242—MC—CS.  
 TEN THOUSAND BEDROOMS—C—Dean Martin, Anna Maria Alberghetti, Eno Bartok—Amusing entry has angles—114m.—2-20-57—4290—MC—CS.  
 THESE WILDER YEARS—D—Barbara Stanwyck, James Cagney, Walter Pidgeon—Well-made adult drama with provocative theme—91m.—7-25-56—4190.  
 THIS COULD BE THE NIGHT—C—Jean Simmons, Paul Douglas, Anthony Franciosa—Delightful entertainment—103m.—4-17-57—4313—CS—(B).  
 VINTAGE, THE—D—Pier Angeli, Mel Ferrer, John Kerr—High rating drama features excellent performances; should appeal primarily in special situations—90m.—3-20-57—4302—MC—CS.  
 WINGS OF EAGLES, THE—D—John Wayne, Dan Dailey, Maureen O'Hara—High rating entry of men and the U. S. Navy—110m.—2-6-57—4285—MC.

## Paramount

BEAU JAMES—D—Bob Hope, Vero Ellen, Paul Douglas, Alexis Smith—Lotest Bob Hope entertains—105m.—6-12-57—4338—TC—VV—(B).  
 BUSTER KEATON STORY, THE—C—Donald O'Connor, Ann Blyth, Rhonda Fleming—Entertaining biographic film should have nostalgic appeal—91m.—4-17-57—VV.  
 FEAR STRIKES OUT—D—Anthony Perkins, Karl Malden, Norma Moore—Interesting drama—100m.—2-6-57—4286—VV.  
 FOR WHOM THE BELL TOLLS—D—Gary Cooper, Ingrid Bergman, Akim Tomiroff—Reissue of one of industry's great films—130m.—5-15-57—4326—TC—RE.  
 GUNFIGHT AT THE OK CORRAL—MD—Burt Lancaster, Kirk Douglas, Rhonda Fleming—Super western rates high—122m.—5-15-57—4326—TC—VV.  
 HOLLYWOOD OR BUST—C—Dean Martin, Jerry Lewis, Anita Ekberg—Average Martin and Lewis—95m.—12-12-56—4262—TC—VV—(B).  
 LONELY MAN, THE—D—Jack Palance, Anthony Perkins, Eloise Aiken—Outdoor action yarn is good program entry—87m.—5-15-57—4326—VV.  
 LUCY GALLANT—MD—June Wymon, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—10-19-56—4046—TC—VV.  
 MOUNTAIN, THE—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—10-3-56—4231—TC—VV.  
 PARDNERS—C—Dean Martin, Jerry Lewis, Lori Nelson—Amusing spoof of western yarn has names, laughs, and music to sell—88m.—8-22-56—4205—TC—VV.  
 RAINMAKER, THE—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—1-9-57—4274—TC—VV—(B).  
 SEARCH FOR BRIDEY MURPHY—D—Teresa Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—10-17-56—4237—VV—(B).  
 TEN COMMANDMENTS, THE—HISD—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—10-17-56—4237—TC—VV.  
 THREE VIOLENT PEOPLE—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—12-26-56—4267—TC—VV.  
 VAGABOND KING, THE—MU—Kathryn Grayson, Oreste, Rita Moreno—Average film musical will need plenty of help—88m.—9-5-56—4215—TC—VV.  
 WAR AND PEACE—D—Audrey Hepburn, Henry Fonda, Mel Ferrer, Vittoria Gassman—Filmization of outstanding literary work rates high—190m.—9-5-56—4215—TC—VV.

## Rank

REACH FOR THE SKY—D—Kenneth More, Muriel Pavlow—Initial release of new company is interesting tale of English air hero—123m.—5-1-57—4318—English.

## Republic

ABOVE US THE WAVES—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—1-9-57—English.  
 ACCUSED OF MURDER—MD—David Brian, Vera Ralston, Sidney Blackmer—Adequate programmer—74m.—2-6-57—4286—TR—NA.  
 AFFAIR IN RENO—C—John Lund, Doris Singleton, John Archer—Average programmer—75m.—4-17-57—4314—NA—(B).  
 CIRCUS GIRL—MD—Kristina Soderbaum—Lower half filler—88m.—9-5-56—4216—Color—Made Abroad.  
 DAKOTA INCIDENT—MD—Linda Darnell, Dale Robertson, John Lund—Good programmer—88m.—8-6-56—4197—TR.  
 DANIEL BOONE, TRAIL BLAZER—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western for lower half—76m.—10-31-56—4243—TR.  
 DUEL AT APACHE WELLS—W—Anna Maria Alberghetti, Ben Cooper, Jim Davis—Lower half western—70m.—4-3-57—4307—NA.  
 GREEN BUDDHA, THE—MD—Wayne Morris, Mory Germaine, Marcia Ashton—For the lower half—61m.—12-14-56—4071—English.  
 HELLS CROSSROADS—W—Stephen McNally, Peggie Castle, Robert Vaughn—Better than average western—73m.—4-3-57—4307—NA—(B).  
 LISBON—MD—Ray Milland, Maureen O'Hara, Claude Rains—Entertaining meller—90m.—8-8-56—4198—TR—NA—(B).

MAN IN THE ROAD, THE—MD—Derek Farr, Ella Raines, Donald Wolfitt—For the lower half—83m.—5-15-57—4327—English.  
 MAN IS ARMED, THE—MD—Dane Clark, William Talman, May Wynn—Okay dualler—70m.—3-20-57—4302.  
 SCANDAL, INC.—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—11-28-56—4258.  
 SPOILERS OF THE FOREST—MD—Rod Cameron, Vera Ralston, Ray Collins—For the lower half—69m.—5-29-57—4334—TR—NA.  
 STRANGE ADVENTURE, A—MD—Joan Evans, Ben Cooper, Marla English—For the lower half—70m.—10-31-56—4243—(8).  
 TEARS FOR SIMON—MD—David Farrar, Julia Arnall, David Knight—Good suspenseful import—91m.—2-20-57—4291—EC—English.  
 THUNDER OVER ARIZONA—W—Skip Homeier, Kristine Miller—Okay supporting feature—75m.—9-5-56—4216—TR—NA.  
 WOMAN'S DEVOTION, A—D—Ralph Meeker, Janice Rule, Paul Henreid—For the program—88m.—12-12-56—4262—TR.

Trans-Lux

LA STRADA—D—Anthony Quinn, Richard Basehart, Gullietta Masina—One of the better Italian imports—115m.—8-22-56—4206—Italian—Titles—(8).

20th Century-Fox

ABDULLAH'S HAREM—D—Gregory Ratoff, Kay Kendall—Off-beat entry for program—6-27-56—4182—TC—Egypt—(B).  
 ANASTASIA—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—12-26-56—4267—DC—CS.  
 BADLANDS OF MONTANA—W—Rex Reason, Beverly Garland—Actionful, adult western—75m.—5-15-57—4327—RS—(B).  
 BAREFOOT BATTALION—D—Maria Costi—Realistic offering may appeal to art or Greek spots—63m.—7-25-56—4190—Greece—Titles.  
 BEST THINGS IN LIFE ARE FREE, THE—MU—Gordon MacRae, Dan Dailey, Sheree North—Highly entertaining musical—104m.—10-3-56—4234—DC—CS.  
 BETWEEN HEAVEN AND HELL—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war drama—94m.—10-17-56—4238—DC—CS.  
 BIGGER THAN LIFE—D—James Mason, Barbara Rush—Exploitable drama—95m.—8-8-56—4198—DC—CS.  
 BLACK WHIP, THE—W—Rugh Marlowe, Coleen Gray—Adult, off-beat western—77m.—12-26-56—4267—RS—(B).  
 BOY ON A DOLPHIN—D—Alan Ladd, Clifton Webb, Sophia Loren—Well-made, interesting adventure yarn benefits from colorful location filming—111m.—4-17-57—4314—DC—CS—(B).  
 BREAK IN THE CIRCLE—MD—Forrest Tucker, Eva Bartok—Okay for lower half—69m.—5-15-57—4327—England.  
 BUFFALO BILL—D—Joel McCrea, Maureen O'Hara, Linda Darnell—High rating reissue—92m.—7-25-56—4190—RE.  
 BUS STOP—C—Marilyn Monroe, Don Murray, Arthur O'Connell—Highly entertaining comedy is loaded with laughs, name value, and headed for top grosses—95m.—8-22-56—4206—DC—CS—(B).  
 CHINA GATE—MD—Gene Barry, Angie Dickinson, Nat "King" Cole—Suspenseful adventure yarn for the program—97m.—5-15-57—4327—CS.  
 CRASH DIVE—MD—Tyrone Power, Anne Baxter, Dana Andrews—Sock service show reissue—105m.—8-8-56—4198.  
 DESK SET—C—Spencer Tracy, Katharine Hepburn—Highly amusing comedy—103m.—5-15-57—4328—DC—CS.  
 DESPERADOS ARE IN TOWN, THE—W—Robert Arthur, Kathy Nolan—Okay western—73m.—11-28-56—4258—RS.  
 GIRL CAN'T HELP IT, THE—MUC—Tom Ewell, Jayne Mansfield, Edmond O'Brien—Highly entertaining entry—99m.—1-9-57—4274—DC—CS—(B).  
 HALLS OF MONTEZUMA—D—Richard Widmark, Jack Palance, Reginald Gardner—Better war film reissue—112m.—8-8-56—4198.  
 HEAVEN KNOWS, MR. ALLISON—D—Deborah Kerr, Robert Mitchum—Warm drama of a Nun and a Marine should have wide appeal—105m.—3-20-57—4302—DC—CS.  
 KING AND I, THE—MU—Deborah Kerr, Yul Brynner, Rita Moreno—Superlative screen treatment of hit musical—133m.—7-11-56—4186—DC—CS—55.  
 KRONOS—MD—Jeff Morrow, Barbara Lawrence—Interesting tale of thing from space—78m.—5-1-57—4318—RS.  
 LAST WAGON, THE—Richard Widmark, Felicia Farr—High rating adventure drama—99m.—9-5-56—4216—DC—CS.  
 LOVE ME TENDER—MD—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a boxoffice winner—89m.—11-28-56—4258—CS—(8).  
 LURE OF THE SWAMP—MD—Marshall Thompson, Willard Parker, Joan Vohs—Lower half filler—74m.—6-12-57—4338—RS.  
 OASIS—MD—Michele Morgan, Pierre Brasseur, Cornell Borchers—Mediocre programmer—84m.—1-23-57—4278—EC—CS—Morocco—(B).  
 OH, MEN! OH, WOMEN!—C—Dan Dailey, Ginger Rogers, David Niven—Film version of play has name values but is only mildly amusing—90m.—2-20-57—4291—DC—CS.  
 OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—11-14-56—4251—TC—CS—Magna.  
 QUEEN OF BABYLON, THE—MD—Rhonda Fleming, Ricardo Montalban—Import for exploitation and specialty spots—98m.—8-8-56—4198—TC—Italy—(8).  
 QUIET GUN, THE—W—Forrest Tucker, Mara Corday—For the lower half—77m.—2-20-57—4291—RS.  
 RAWHIDE—W—Tyrone Power, Susan Hayward, Hugh Marlowe—Reissue of well-made outdoor show has names to help—86m.—7-25-56—4191—RE.  
 REBECCA—D—Laurence Olivier, Joan Fontaine, George Sanders—Hitchcock version of mystery best-seller should do okay as reissue—129m.—9-5-56—4216—Selznick—RE.  
 RESTLESS BREED, THE—W—Scott Brady, Anne Bancroft—For the duallers—81m.—5-15-57—4328.  
 RIVER'S EDGE, THE—D—Ray Milland, Debra Paget, Anthony Quinn—Good cast struggles through mediocre story—86m.—4-3-57—4308—DC—CS—(8).  
 SHE DEVIL—MD—Mari Blanchard, Jack Kelly, Albert Dekker—Okay lower half entry—77m.—5-1-57—4319—RS—(B).  
 SMILEY—D—Sir Ralph Richardson, John McCallum—Import for the program—97m.—2-20-57—4292—TC—CS—Australia.  
 STAGECOACH TO FURY—W—Forrest Tucker, Mari Blanchard, Wallace Ford—Good western for the duallers—76m.—10-17-56—4238—RS.  
 STORM RIDER, THE—W—Scott Brady, Mala Powers, Bill Williams—Satisfactory western for lower half—70m.—3-20-57—4302—RS.  
 TEENAGE REBEL—D—Ginger Rogers, Michael Rennie—Interesting mother-daughter story should have family appeal—94m.—11-14-56—4251—CS—(8).  
 THIRD MAN, THE—MD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—10-31-56—4243—RE.  
 THREE BRAVE MEN—D—Ray Milland, Ernest Borgnine, Nina Foch—Topical, thought-provoking drama has documentary flavor—88m.—1-23-57—4278—CS.  
 TRUE STORY OF JESSE JAMES, THE—MD—Robert Wagner, Jeffrey Hunter, Hope Lange—The James Boys ride again in satisfactory programmer—92m.—2-20-57—4292—DC—CS—(B).  
 WAY TO THE GOLD, THE—MD—Jeffrey Hunter, Sheree North, Barry Sullivan—Mild melodrama for the program—94m.—5-15-57—4328—CS.  
 WAYWARD BUS, THE—D—Joan Collins, Jayne Mansfield, Dan Dailey—Good name values will boost episodic drama—89m.—6-12-57—4338—CS.  
 WOMEN OF PITCAIRN ISLAND, THE—MD—James Craig, Lynn Bari, Arleen Whelan—Exploitable programmer—72m.—12-26-56—4267—RS.

United Artists

AMBASSADOR'S DAUGHTER, THE—C—Olivia de Havilland, John Forsythe, Myrna Loy—Suave force for the class spots—102m.—7-25-56—4191—TC—CS—Krasna.  
 AROUND THE WORLD IN 80 DAYS—C—David Niven, Cantinflas, Robert Newton, Shirley Maclaine—Fabulous entertainment—173m.—10-31-56—4253—EC—Todd—AO.  
 ATTACK—D—Jack Palance, Eddie Albert, William Smithers—Powerful war film should stimulate favorable word of mouth and turnstile activity—107m.—9-5-56—4217—Aldrich.

BACHELOR PARTY, THE—D—Don Murray, Patricia Smith, Jack Warden—Highly interesting entry—93m.—3-20-57—4303—Hecht-Lancaster—(B).  
 BAILOUT AT 43,000—MD—John Payne, Karen Steele, Paul Kelly—Okay programmer—78m.—5-1-57—4319—Pine-Thomas.  
 BANDIDO—MD—Robert Mitchum, Ursula Thiess, Gilbert Roland—Large scale action film of Mexican revolution—92m.—8-22-56—4200—DC—CS—Jacks—(B).  
 BEAST OF HOLLOW MOUNTAIN, THE—MD—Guy Madison, Patricia Medina—Outdoor offering lends itself to exploitation—79m.—8-22-56—4200—DC—CS—Nassour.  
 BIG BOODLE, THE—MD—Errol Flynn, Kosanna Kory—Programmer has intrigue, action, and adventure—83m.—2-6-57—4286—Blumberg—(B).  
 BIG CAPEK, THE—MD—Kory Calhoun, Mary Costa—Good programmer—84m.—4-17-57—4314—Pine-Thomas—(B).  
 BOSS, THE—MD—John Payne, Gloria McGhee—Interesting program entry—89m.—9-5-56—4217—Beitzer.  
 BRASS LEGEND, THE—W—Hugh O'Brien, Nancy Gates—For the lower half—79m.—12-12-56—4262—Goldstein.  
 CREEPING UNKNOWN, THE—D—Brian Donlevy, Margia Dean—Lower half entry—78m.—6-27-56—4182—England-Hinds.  
 CRIME OF PASSION—MD—Barbara Stanwyck, Sterling Hayden—Fine acting lifts crime meller above average program fare—84m.—1-23-57—4278—Goldstein—(B).  
 DANCE WITH ME HENRY—C—Lou Costello, Bud Abbott—Mediocre Abbott and Costello entry for the duallers—79m.—12-26-56—4270—Goldstein.  
 DELINQUENTS, THE—MD—Tom Laughlin, Peter Miller—Ineffective treatment of juvenile delinquency theme strives for sensation—71m.—3-6-57—4298—Imperial—(8).  
 DRANGON—D—Jett Chandler, John Lupton, Joanne Dru—Absorbing post-Civil War drama—92m.—1-23-57—4279—Earlmar.  
 FIVE STEPS TO DANGER—MD—Ruth Roman, Sterling Hayden—Interesting meller for the program—80m.—1-23-57—4279—Kessler.  
 FLIGHT TO HONG KONG—MD—Kory Calhoun, Barbara Rush—For the lower half—10-3-56—4234—Sabre—(B).  
 FOUR BOYS AND A GUN—MD—Frank Sutton, Tarry Green—Lower half filler—73m.—1-9-57—4275—Security.  
 FURY AT SUNDOWN—W—John Derek, Carolyn Craig—For the lower half—75m.—4-3-57—4308—Goldstein.  
 GUN BROTHEKS—MD—Buster Crabbe, Ann Robinson, Neville Brand—Western meller for the lower half—79m.—9-5-56—4217—Grant.  
 GUN DUEL IN DURANGO—W—George Montgomery, Ann Robinson, Bobby Clark—Okay western—73m.—5-1-57—4319—Peerless.  
 GUN THE MAN DOWN—W—James Arness, Angie Dickinson—For the lower half—78m.—11-28-56—4258—Morris-McLaglan.  
 HALLIDAY BRAND, THE—D—Joseph Cotten, Viveca Lindfors, Setsy Blair—Names, interesting story lifts western above average program fare—77m.—2-6-57—4286—Young.  
 HIT AND RUN—MD—Cleo Moore, Hugo Haas—Sordid adult drama is exploitable program fare—84m.—3-20-57—4303—Haas.  
 HOT CARS—MD—John Bromfield, Joi Lansing—Lower half filler—60m.—8-22-56—4206—Bel-Air—(B).  
 HUKI—MD—George Montgomery, Mona Freeman—Okay action film—84m.—7-8-56—4199—EC—(Young).  
 IRON SHERIFF, THE—W—Sterling Hayden, Constance Ford—Interesting western should do well as part of the program—73m.—4-3-57—4308—Grand.  
 JOHNNY CONCHO—W—Frank Sinatra, Keenan Wynn, Phyllis Kirk—Off-beat western should benefit from Sinatra name—84m.—7-11-56—4186—Kent.  
 KING AND FOUR QUEENS, THE—W—Clark Gable, Eleanor Parker, Jo Van Fleet—Western has names to draw but suffers from lack of action—86m.—12-26-56—4270—DC—CS—Russ-Field-Gabco—(8).  
 MAN FROM DEL RIO—W—Anthony Quinn, Katy Jurado—Well conceived western should please wide variety of patrons—82m.—10-17-56—4239—Jacks.  
 MEN IN WAR—MD—Robert Ryan, Aldo Ray—Well-made war film—104m.—2-6-57—4287—Security.  
 MONSTER THAT CHALLENGED THE WORLD, THE—MD—Tim Holt, Audrey Dalton—83m.—4335—(Gramercy).  
 MONKEY ON MY BACK—D—Cameron Mitchell, Dianne Foster—Powerful Barney Ross bio-film is highly exploitable—93m.—5-29-57—4334—(Small)—(B).  
 PEACEMAKER, THE—W—James Mitchell, Rosemarie Bowe—Religious western for duallers, small towns—81m.—11-14-56—4251—Makelim.  
 PHARAOH'S CURSE—MD—Mark Dana, Ziva Rodann—Lower half entry—66m.—2-20-57—4292—Bell-Air.  
 REBEL IN TOWN—D—John Payne, Ruth Roman, J. Carroll Naish—Okay off-beat entry for the program—78m.—7-11-56—4186—Bel-Air.  
 REVOLT AT FORT LARAMIE—D—John Dehner, Gregg Palmer—Good programmer holds interest despite lack of name values—73m.—3-20-57—4303—DC—Bel-Air.  
 RIDE BACK, THE—W—Anthony Quinn, William Conrad, Lita Milan—Well-made and different western should please discriminating filmgoers—79m.—5-1-57—4319—Aldrich.  
 RUN FOR THE SUN—MD—Richard Widmark, Trevor Howard, Jane Greer—Program meller—98m.—8-8-56—4199—TC—SS—Russ-Field.  
 RUNNING TARGET—MD—Doris Dowling, Arthur Franz—For the lower half—83m.—11-28-56—4259—DC—Canyon.  
 SAINT JOAN—D—Richard Widmark, Richard Todd, Jean Seberg—Excellent production of Shaw drama is a natural for discriminating audiences; but needs extra selling in most situations—110m.—5-15-57—4328—Preminger.  
 SHARKFIGHTERS, THE—D—Victor Mature, Karen Steele—Okay programmer holds interest—73m.—10-31-56—4244—TC—CS—Goldwyn, Jr.  
 SPRING REUNION—D—Dana Andrews, Betty Hutton, Jean Hagen—Moderate programmer has good name values—79m.—4-3-57—4308—Bryna.  
 TOMAHAWK TRAIL—OD—Chuck Connors, Susan Cummings—Lower half filler—60m.—12-26-56—4270—Bel-Air.  
 12 ANGRY MEN—D—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—3-6-57—4298—Orion-Nova.  
 VOODOO ISLAND—MD—Boris Karloff, Beverly Tyler—Lower half horror entry—76m.—2-20-57—4292—Bel-Air.  
 WAR DRUMS—W—Lex Barker, Joan Taylor, Ben Johnson—Okay programmer—75m.—4-3-57—4308—DC—Bel-Air.  
 WILD PARTY, THE—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art specialty and exploitation houses—81m.—12-12-56—4263—Security—(8).

Universal-International

BACK FROM ETERNITY—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—9-19-56—4227—RKO.  
 BATTLE HYMN—D—Rock Hudson, Dan Duryea, Martha Hyer—Well-made entry should have wide appeal—108m.—12-26-56—4270—TC—CS.  
 BEYOND A REASONABLE DOUBT—MD—Dana Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—9-19-56—4227—RKO.  
 BRAVE ONE, THE—D—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—10-3-56—4231—TC—CS—RKO.  
 BUNDLE OF JOY—C—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—12-12-56—4262—TC—RKO.  
 CURUCU, BEAST OF THE AMAZON—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—11-14-56—4251—EC—(B).  
 DEADLY MANTIS, THE—MD—Craig Stevens, William Hopper, Alix Talton—Fair lower half offering—78m.—4-3-57—4309.  
 DEATH OF A SCOUNDREL—D—George Sanders, Yvonne DeCarlo, Victor Jory—Interesting drama has names and exploitable story values—119m.—11-14-56—4250—RKO.  
 EDGE OF HELL—D—Hugo Haas, Francesca De Scaffa—For the lower half or the art and specialty spots—78m.—7-25-56—4191.  
 EVERYTHING BUT THE TRUTH—C—Maureen O'Hara, John Forsythe, Tim Tovey—Pleasant family divertimento—83m.—11-14-56—4251—EC.  
 FIRST TRAVELING SALESLADY, THE—C—Ginger Rogers, Barry Nelson, Carol Channing—Moderate, light-hearted offering has good name values—92m.—9-5-56—4206—TC—RKO.  
 FOUR GIRLS IN TOWN—CD—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—12-12-56—4263—CS—TC—(B).  
 FRANCIS IN THE HAUNTED HOUSE—C—Mickey Rooney, Virginia Welles, Paul Cavanagh—Okay series entry—80m.—7-25-56—4191.  
 GIRL IN THE KREMLIN, THE—MD—Lex Barker, Zsa Zsa Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—5-1-57—4319—(8).  
 GREAT MAN, THE—D—Jose Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—11-28-56—4259.

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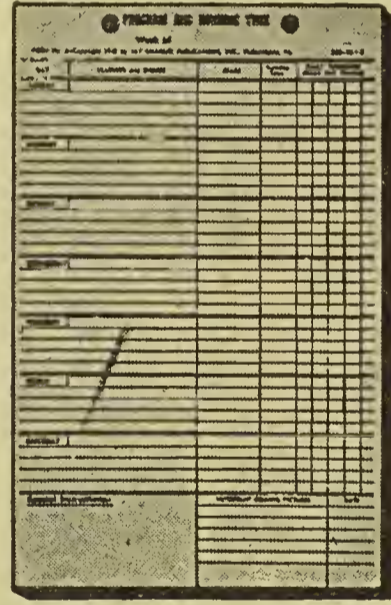
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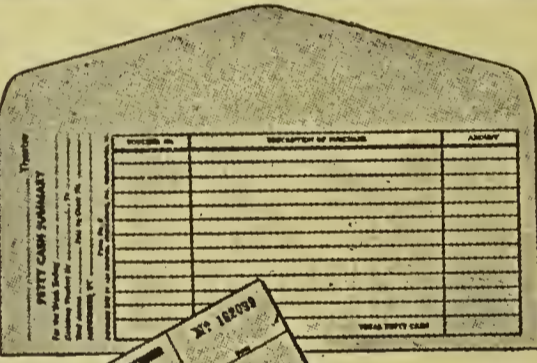
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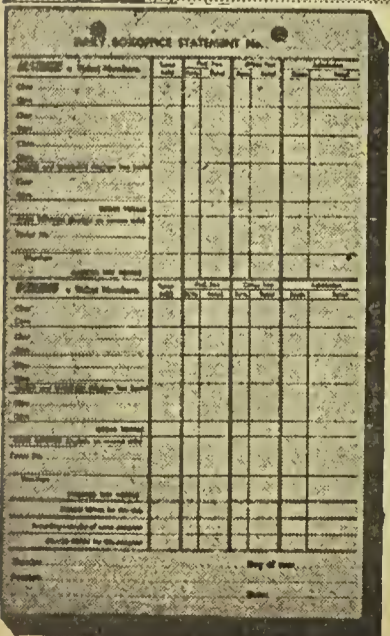
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**GUN FOR A COWARD**—W—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoor fans—88m.—12-26-56—4271—EC—CS.

**INCREDIBLE SHRINKING MAN, THE**—MD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fiction entry—81m.—2-6-57—4287.

**I'VE LIVED BEFORE**—D—Jock Mahoney, Leigh Snowden, Ann Harding—For the lower half—82m.—7-25-56—4191.

**ISTANBUL**—MD—Errol Flynn, Cornell Borchers, John Bentley—Okay programmer has Flynn name to help—84m.—1-23-57—4279—TC—CS.

**JOE BUTTERFLY**—C—Audie Murphy, George Nader, Keenan Wynn, Kieke Shima—Highly amusing entry of G.I. occupation of Japan—90m.—5-1-57—4320—TC—CS.

**KELLY AND ME**—D—Van Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—1-23-57—4279—TC—CS.

**KILLERS, THE**—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—9-19-56—4227—RE.

**LARCENY**—MD—John Payne, Joan Caulfield, Dan Duryea, Shelley Winters—Good meller reissue—89m.—9-25-56—4192—RE.

**MAN AFRAID**—MD—George Nader, Phyllis Thaxter, Tim Hovey—Good programmer—84m.—4-17-57—4314—CS.

**MAN IN THE VAULT**—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—12-26-56—4267—RKO.

**MISTER CORY**—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—1-23-57—4280—EC—CS—(B).

**MOLE PEOPLE, THE**—MD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—11-14-56—4252.

**NIGHT RUNNER, THE**—MD—Ray Danton, Colleen Miller, Merry Anders—Psychological drama for lower half—79m.—1-23-57—4280.

**PILLARS OF THE SKY**—MD—Jeff Chandler, Dorothy Malone, Ward Bond—Cavalry versus Indians has angles and possibilities—95m.—8-8-56—4199—TC—CS.

**PUBLIC PIGEON No. 1**—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skelton entry—79m.—5-1-57—4320—TC—RKO.

**RAW EDGE**—W—Rory Calhoun, Yvonne de Carlo, Mara Corday, Rex Reason—Okay western—76m.—7-25-56—4192—TC—(B).

**ROCK, PRETTY BABY**—MU—Sal Mineo, John Saxon, Luana Patten—Juveniles should be real "gone" on this one—89m.—11-28-56—4259—(B).

**RUN OF THE ARROW**—D—Rod Steiger, Sarita Montiel, Brian Keith—Good offbeat Indian and Calvary yarn—6-12-57—4338—TC—RKO.

**SHAKEDOWN**—MD—Howard Duff, Brian Donlevy, Peggy Dow—Meller reissue has names to help—80m.—7-25-56—4192—RE.

**SHOWDOWN AT ABILENE**—W—Jock Mahoney, Martha Hyer, Lyle Bettger—Good western—80m.—8-22-56—4206—TC—(B).

**SIMON AND LAURA**—C—Peter Finch, Kay Kendall—For the art and specialty spots and some programs—91m.—7-11-56—4186—TC—VV—(B)—English.

**SLEEPING CITY, THE**—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—9-19-56—4227—RE.

**TAMMY AND THE BACHELOR**—C—Debbie Reynolds, Leslie Nielsen, Walter Brennan—89m.—5-29-57—4335—TC—CS.

**TARANTULA**—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—11-16-56—4063.

**TATTERED DRESS, THE**—D—Jeff Chandler, Jeanne Crain, Jack Carson—Highly interesting entry—93m.—3-6-57—4298—CS.

**TENSION AT TABLE ROCK**—MD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—10-3-56—4231—TC—RKO.

**UNGUARDED MOMENT, THE**—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—9-5-56—4217—TC.

**WALK THE PROUD LAND**—W—Audie Murphy, Anne Bancroft, Pat Crowley—Interesting entry—88m.—7-25-56—4192—TC—CS.

**WRITTEN ON THE WIND**—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—10-3-56—4234—TC.

**YOUNG STRANGER, THE**—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—2-20-57—4292—RKO.

## Warners

**AMAZON TRADER, THE**—COMP—John Sutton, Maria Fernanda—Interesting addition to the program—41m.—9-5-57—4220—WC.

**AS LONG AS YOU'RE NEAR ME**—D—O. W. Fischer, Maria Schell—Slow moving import will appeal most to women—101m.—6-27-56—4182—Germany.

**BABY DOLL**—D—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—12-12-56—4263—(C).

**BAD SEED, THE**—D—Nancy Kelly, Patty McCormack, Henry Jones—Superior off-beat drama for discriminating audiences—129m.—9-5-56—4199.

**BIG LAND, THE**—W—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in colorful outdoor show—93m.—2-6-57—4287—WC.

**BRIGHT LEAF**—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—5-15-57—4329.

**BURNING HILLS, THE**—W—Tab Hunter, Natalie Wood, Skip Homeier—Good outdoor action meller—92m.—9-5-56—4200—WC—CS.

**CRY IN THE NIGHT, A**—MD—Edmond O'Brien, Brian Donlevy, Natalie Wood—Average meller for the duallers—75m.—9-5-56—4220.

**COUNTERFEIT PLAN, THE**—MD—Zachary Scott, Peggine Castle—Slow moving English meller has some familiar names; but is best suited for the lower half—79m.—4-3-57—4309—England.

**D.I., THE**—D—Jack Webb, Don Dubbins, Jackie Loughery—Forceful and timely story of U. S. Marine recruiting—106m.—6-12-57—4338.

**EAST OF EDEN**—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—4-3-57—4309—WC—CS.

**FACE IN THE CROWD, A**—D—Andy Griffith, Patricia Neal, Anthony Franciosa—Impressive, compelling drama for adults—125m.—6-12-57—4339.

**GIANT**—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—10-17-56—4239—WC.

**GIRL HE LEFT BEHIND, THE**—C—Tab Hunter, Natalie Wood—Highly amusing entry—103m.—11-14-56—4252—(B).

**JIM THORPE—ALL-AMERICAN**—D—Burt Lancaster, Charles Bickford, Steve Cochran—Names should land reissue in the better money—107m.—5-15-57—4329.

**MOBY DICK**—D—Gregory Peck, Richard Basehart, Leo Genn—Filmization of famous literary work is impressive and has great potential—116m.—7-11-56—4187—TC.

**PARIS DOES STRANGE THINGS**—C—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—3-6-57—4299—TC—France—(B).

**PRINCE AND THE SHOWGIRL, THE**—C—Marilyn Monroe, Laurence Olivier—117m.—5-29-57—4335—TC—(B).

**REBEL WITHOUT A CAUSE**—D—James Dean, Natalie Wood—Dean name should still keep this in the better money—111m.—4-3-57—4309—WC—CS.

**SANTIAGO**—D—Alan Ladd, Rosanna Podesta, Lloyd Nolan—Action spots should welcome new Ladd entry—93m.—6-27-56—4182—WC.

**SATELLITE IN THE SKY**—MD—Kieron Moore, Lois Maxwell—Science-fiction entry has angles—85m.—6-27-56—4182—WC—CS.

**SEVEN MEN FROM NOW**—W—Randolph Scott, Gail Russell, Lee Marvin—Good western for program—78m.—7-25-56—4192—WC.

**SHOOT-OUT AT MEDICINE BEND**—W—Randolph Scott, James Craig, Angie Dickinson—Okay Randolph Scott programmer—87m.—4-17-57—4315.

**SPIRIT OF ST. LOUIS, THE**—D—James Stewart, Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—3-6-57—WC—CS.

**STRANGERS ON A TRAIN**—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—5-15-57—4329.

**TOP SECRET AFFAIR**—C—Susan Hayward, Kirk Douglas, Paul Stewart—Highly amusing comedy—100m.—1-23-57—4280—(B).

**TOWARD THE UNKNOWN**—D—William Holden, Lloyd Nolan, Virginia Leith—Well-made and timely offering should register strongly at boxoffice—115m.—10-3-56—4234—WC.

**UNTAMED YOUTH**—MD—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have considerable youth appeal—80m.—4-3-57—4309—(B).

**WEST POINT STORY, THE**—C—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—5-15-57—4329.

**WINNING TEAM, THE**—D—Doris Day, Ronald Reagan, Frank Lovejoy—Name values should help reissue of baseball show—98m.—5-15-57—4329.

**WRONG MAN, THE**—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—1-9-57—4275.

**YOUNG MAN WITH A HORN**—D—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—5-15-57—4329.

## Miscellaneous

(Distributors' addresses will be furnished on request)

**ALBERT SCHWEITZER**—BIOD—Produced and directed by Jerome Hill; filmed by Erica Anderson; narration by Frederic March—Attractive biographical drama for art and specialty spots—80m.—3-20-57—4303—EC—(deRochemont).

**BAGDAD AFTER MIDNIGHT**—BUR—For exploitation, burlesque spots—60m.—10-31-56—4245—(Sonney).

**BIG FUN CARNIVAL, THE**—NOV—Marian Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—1-23-57—4281—(APA).

**CROWDED PARADISE**—D—Hume Cronyn, Nancy Kelly—Well-made drama—94m.—7-25-56—4194—(Tudor).

**CURFEW BREAKERS**—MD—Paul Kelly, Cathy Downs, Regis Toomey—Mild, inept expose of drug traffic among high school teenagers—70m.—4-3-57—4310—(Screen Guild).

**DANCE HALL RACKET**—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating exploitations spots—62m.—10-3-46—4235—(Weiss).

**DAUGHTER OF HORROR (Dementia)**—MD—Adrienne Barret—Exploitation entry is only suited for particular situations—60m.—2-20-57—4294—(E.P.I.).

**FLAMING TEEN-AGE, THE**—MD—Noel Reymburn, Ethel Barrett—Amateurish "fast buck" attempt—55m.—5-15-57—4329—(Truman Ent.).

**FLESH MERCHANT, THE**—MD—Fast buck stuff for exploitation spots—59m.—9-19-56—4227—(Sonney).

**FRONTIER WOMAN**—W—Cindy Carson, Lance Fuller, Ann Kelly—Indian thriller okay for duallers—80m.—1-9-57—4275—EC—Vistarama—(Top).

**ISLAND OF ALLAH**—DOC—Interesting documentary-type drama—61m.—7-25-56—4194—Color—(Brenner).

**IS YOUR HONEYMOON REALLY NECESSARY**—C—Diana Dors—Pleasing bedroom farce—70m.—10-31-56—4244—English—(Brenner).

**KENTUCKY RIFLE**—W—Chill Wills, Lance Fuller, Cathy Downs—Average western has angles—82m.—8-8-56—4201—Pathe Color—(Howco).

**LOVE ME MADLY**—C—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—12-26-56—4271—Part Color—(McCarthy).

**NAKED EYE, THE**—DOC—Written, directed and produced by Louis Clyde Stoumen; narrated by Raymond Massey—Entry on photos, photography and the people who indulge therein, for the art and specialty spots—71m.—5-1-57—4320—Part Color—(Film Rep.).

**OKLAHOMA!**—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—10-19-56—4051—EC—Todd-AO—(B)—(Magna).

**OEDIPUS REX**—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troupes, etc.—88m.—1-23-57—4281—EC—(MPD).

**ON THE BOWERY**—DOC—Produced by Lionel Rogosin—Off-beat and interesting documentary for specialty spots—65m.—4-17-57—4315—(Rogosin).

**ROCK BABY, ROCK IT**—MU—Johnny Carroll, Don Coats, Kay Wheeler—Mediocre "beat" film—67m.—5-15-57—4329—(Freebar Dis't).

**ROCKIN' THE BLUES**—MU—Mantan Moreland, Flourney Miller, Hal Jackson—All Negro rock 'n' roll opus should click in some spots—66m.—4-3-57—4310—(Jewel).

**SPELL OF THE HYPNOTIST**—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—9-5-56—44221—(E.P.I.).

**THEY WHO DARE**—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—1-25-57—4092—TC—(Famous).

**THRILLARAMA**—NOV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—3-6-57—4299—EC—(Thrillarama).

**UNTAMED MISTRESS**—NOV—Lower half exploitation subject—70m.—10-31-56—4245—Color—(Armond).

**VIOLENT YEARS, THE**—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—10-17-56—4239—(Phoenix).

**WALK THE DARK STREET**—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—10-31-56—4245—(Dominant).

**WETBACKS**—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—10-31-56—4246—Color—(Gibraltar).

## English Films

(Distributors' addresses will be furnished on request)

**FIRE MAIDENS OF OUTER SPACE**—D—Anthony Dexter, Susan Shaw, Paul Carpenter—For lower half of exploitation spots only—68m.—6-27-56—4183—Saturn.

**WEE GEORDIE**—C—Bill Travers, Alastair Sim, Norah Gorsen—Highly amusing entry—93m.—1-23-57—4280—Times.

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ANGELS OF DARKNESS**—D—Linda Darnell, Anthony Quinn, Valentina Cortesa—Exploitation item—84m.—1-23-57—4281—Italy—Dubbed in English—Exelsior.

**BULLFIGHT**—COMP—Exciting documentary for art and specialty spots—75m.—8-8-56—4200—Janus.

**DOCTORS, THE**—D—Raymond Pellegrin—Good entry for art spots—92m.—10-31-56—4244—France—Titles—Union-Kingsley Int.—(B).

**DON GIOVANNI**—MU—Filmed grand opera for art spots—153m.—2-20-57—4293—EC—Austria—Festival.

**EVIL FOREST, THE**—D—For the art spots and possible special showings—76½m.—7-25-56—4193—Spain—Dubbed in English—Studio.

**FRENCH CAN CAN**—MU—Jean Gabin—Interesting import—93m.—10-31-56—4244—TC—France—Titles—UMPO.

**FRUITS OF SUMMER**—C—Edwige Feuillere—Amusing comedy for art spots—102m.—7-25-56—4193—France—Titles—Ellis—(C).

**INSIDE A GIRLS' DORMITORY**—C—Jean Marais, Francoise Arnoul—Amusing French who done it—100m.—11-14-56—4252—France—Titles—Ellis.

**LA SORCIERE**—D—Marina Vlady—Okay art house entry—97m.—1-23-57—4281—France—Titles—Ellis.

**LOST CONTINENT, THE**—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—4-3-57—4310—Color—CS—Italy—Lopert.

**MARCELINO**—D—Pablito Calvo—Interesting, charming import—90m.—10-31-56—4245—Spain—Titles—UMPO.

**MY SEVEN LITTLE SINS**—C—Maurice Chevalier—Cute, amusing import for art, specialty spots—98m.—7-25-56—4193—Color—France—Titles—Kingsley Int.—(B).

**OBERSTEIGHER DER (THE FOREMAN)**—C—Cute entry for foreign language and art spots—98m.—12-26-56—4271—Austria—Titles—Casino.

**PANTALOONS**—C—Fernandel—Amusing import with Fernandel—93m.—2-20-57—4293—TC—France—Titles—UMPO—(B).

**PHANTOM HORSE, THE**—Well-made import—90m.—9-5-56—4220—EC—Japan—Titles—Har-rison.

**PROUD AND THE BEAUTIFUL, THE**—D—Michele Morgan, Gerard Philipe—Off-beat import of the realistic school is strictly for art spots—93m.—8-8-56—4200—France—Titles—Kingsley Int.—(B).

**RIFIPI**—MD—Jean Servais—High rating import could go into some conventional spots as well as art houses—116m.—8-8-56—4200—France—Titles—UMPO—(B).

**ROSANNA**—D—Rosanna Podesta—For the art and specialty houses—72m.—7-25-56—4193—Italy—Dubbed in English—Jacon—(C).

**ROYAL AFFAIRS IN VERSAILLES**—D—Sacha Guitry, Claudette Colbert, Orson Welles—Lengthy tale of French nobility for art and specialty spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

**STELLA**—D—Fair Greek offering for art and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn).

**TEL AVIV TAXI**—C—Israeli cast—Fair comedy—70m.—2-20-57—4293—Israel—English dialogue—Principal.

**TEMPEST IN THE FLESH**—D—Francoise Arnoul, Raymond Pellegrin—Highly effective adult import for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

**TWO LOVES HAD I**—MU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

**VITELLONI**—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263—Italy—Titles—API—(B).

**WHITE SHEIK, THE**—C—Alberto Sordi, Brunella Bovo—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(B).

# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; 8—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4321, and 4322 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

### TECHNICOLOR FEATURETTE

- (.....) Cow Dog .....E 22m. 4246
- (.....) Wet Back Island .....E 18m. 4331

### PEOPLES AND PLACES

- (.....) (CinemaScope; Technicolor) Disneyland .....E 42m. 4271

### WALT DISNEY CARTOONS

- (.....) A Cowboy Needs A Horse .....E 8m. 4247

### WALT DISNEY CLASSIC CARTOON REISSUES

#### (Technicolor)

- 74101 (Aug. 3) The Hockey Champ .....E 7m. 4208
- 74102 (Aug. 24) Pluto At The Zoo .....G 8m. 4211
- 74103 (Sept. 14) Donald's Tire Trouble.....E 7m. 4247
- 74104 (Oct. 5) The Purloined Pup .....G 7m. 4247
- 74105 (Oct. 26) Bill Posters .....G 8m. 4252
- 74106 (Nov. 16) Pluto's Playmate .....E 8m. 4256
- 74107 (Dec. 7) Donald's Snow Fight .....G 7m. 4283
- 74108 (Dec. 28) Society Dog Show .....E 7m. 4283
- 74108 (Jan. 18) Donald's Gold Mine .....G 7m. 4283
- 74110 (Feb. 8) T-Bone For Two .....G 7m. 4283
- 74111 (Mar. 1) Dumbell Of The Yukon.....G 7m. 4294
- 74112 (Mar. 22) Bone Trouble .....E 9m. 4294
- 74113 (.....) Window Cleaners .....G 8 1/2m. 4295

## Columbia

### TWO REEL

#### COMEDIES

#### ALL-STAR

- 1475 (Jan. 22) Pardon My Nightshirt (Clyde) .....F 16m. 4283

### ASSORTED FAVORITE REPRINTS (6)

- 1421 (Sept. 20) Clunked In The Clink (Vague) .....F 16m. 4246
- 1422 (Oct. 18) When The Wife's Away (Hugh Herbert) .....F 17m. 4246
- 1423 (Dec. 12) She Took A Powder (Vague) .....G 16m. 4294
- 1424 (Jan. 3) Nervous Shakedown (Herbert) .....F 15 1/2m. 4294
- 1425 (Feb. 7) A Miss In A Mess (Vague) .....F 15 1/2m. 4303
- 1426 (Apr. 4) Hot Heir (Hugh Herbert).....F 18m. 4335

### COMEDY FAVORITES RE-RELEASES

- 1431 (Oct. 11) Scooper Dooper (Sterling Holloway) .....F 18m. 4246
- 1432 (Nov. 15) Jiggers My Wife (Shemp Howard) .....F 18m. 4294
- 1433 (Dec. 20) The Sheepish Wolf (VonZell) .....F 17 1/2m. 4294
- 1434 (Jan. 24) Where The Pest Begins (Shemp Howard) .....8 17m. 4294
- 1435 (Mar. 7) Stage Frights (Collins and Kennedy) .....F 19m. 4335

### CINEMASCOPE MUSICAL TRAVELARKS

#### (Technicolor)

- 1441 (Feb. 14) Wonders of New Orleans G 19m. 4275
- 1442 (Apr. 18) Wonders of Washington.....E 20m. 4310

### FEATURETTE

#### (CinemaScope) (Technicolor)

- (.....) Arrivederci Roma .....

### SERIALS

- 1120 (Nov. ) Hop Harrigan (Reissue).....G 15ep. 4272
- 1140 (Mar. ) Congo Bill (Reissue) .....G 15ep. 4311

### THE THREE STOOGES (8)

- 1401 (Sept. 6) Hot Stuff .....F 16m. 4246
- 1402 (Oct. 4) Scheming Schemers .....F 16m. 4259
- 1403 (Nov. 8) Commotion On The Ocean F 16m. 4275
- 1404 (Jan. 17) Hoofs and Goofs.....B 15 1/2m. 4281
- 1405 (Feb. 28) Muscle Up A Little Closer F 17m. 4294
- 1406 (Mar. 28) A Merry Mix-Up .....F 16m. 4310
- 1407 (Apr. 18) Space Ship Sippy .....G 16m.

### One Reel

### CANDID MICROPHONES

#### (Reissue)

- 1551 (Sept. 20) Series 3, No. 3 .....G 10 1/2m. 4256
- 1552 (Dec. 6) Series 3, No. 4 .....F 11m. 4295
- 1553 (Jan. 3) Series 3, No. 5 .....G 10m. 4295
- 1554 (Mar. 7) Series 3, No. 6 .....F 10m. 4339

### CAVALCADE OF BROADWAY

#### (Reissue)

- 1951 (Sept. 6) Cafe Society .....G 11m. 4256
- 1952 (Nov. 8) Blue Angel .....G 10 1/2m. 4295
- 1953 (Dec. 21) Village Born .....G 9m. 4295
- 1954 (Feb. 21) Leon And Eddie's .....G 11m. 4315
- 1955 (Apr. 11) The Versailles .....G 10m. 4335

### COLOR FAVORITES CARTOONS

#### (Technicolor)

#### (Reissue)

- 1601 (Sept. 6) Leave Us Chose It .....F 6 1/2m. 4247
- 1602 (Oct. 4) Topsy Turkey .....F 6 1/2m. 4247
- 1603 (Nov. 1) Silent Tweetment .....F 6 1/2m. 4295
- 1604 (Nov. 15) Coo-Coo Bird Dog .....F 6m. 4294

- 1605 (Dec. 13) Concerto In B-Flat Minor..G 7m. 4294
- 1606 (Jan. 17) Robin Hoodlum .....G 7m. 4295
- 1607 (Feb. 7) Fowl Brawl .....F 7m. 4303
- 1608 (Feb. 21) Magic Fluke .....G 7m. 4311
- 1609 (Mar. 14) Cat-Tastrophy .....F 6m. 4331
- 1610 (Apr. 4) PUNCHY DeLeon .....G 6 1/2m. 4331
- 1611 (Apr. 18) Wacky Quacky .....F 6m. 4335

### CINEMASCOPE MAGOOS

#### (Technicolor)

- 1751 (Sept. 13) Trail Blazer Magoo .....E 6m. 4246
- 1752 (Oct. 18) Magoo's Problem Child...G 6 1/2m. 4246
- 1753 (Dec. 27) Meet Mother Magoo .....E 6m. 4283
- 1754 (Feb. 21) Magoo Goes Overboard..G 6m. 4294
- 1755 (Apr. 25) Motador Magoo .....E 6m. 4339

### SCREEN SNAPSHOTS

- 1851 (Dec. 15) Hollywood Stars At A Party (Color) .....F 9 1/2m. 4283
- 1852 (Feb. 28) Hollywood Star Night (Tech.) .....G 10m. 4315
- 1853 (Mar. 28) WAIF International Ball (Color) .....G 9m.
- 1854 (Apr. 25) Walter Winchell Party.....E 9m.

### WORLD OF SPORTS

- 1801 (Oct. 25) Asphalt Playground .....G 10m. 4276
- 1802 (Nov. 29) Midget Musclemen .....G 9m. 4283
- 1803 (Dec. 27) Tee Topnotchers .....F 10m. 4295
- 1804 (Jan. 31) Sharpshootin' Sportsmen...F 9m. 4295
- 1805 (Feb. 28) Flying Horses .....F 9m. 4315
- 1806 (Apr. 25) Winged Fury .....E 9m. 4339

## MGM

### THREE REEL

### CINEMASCOPE SPECIAL

#### (Eastman Color)

- A-801 (Oct. 5) The Battle Of Gettysburg E 30m. 4252

### CINEMASCOPE CARTOONS

#### (Technicolor)

- C-831 (Sept. 7) Muscle Beach Tom .....G 7m. 4203
- C-832 (Sept. 21) Millionaire Droopy .....E 7m. 4208
- C-833 (Oct. 12) Downbeat Bear .....G 7m. 4208
- C-834 (Nov. 16) Blue Cat Blues .....G 7m. 4299
- C-835 (Dec. 14) Barbecue Brawl .....G 7m. 4311
- C-836 (Jan. 25) Cat's Meow .....F 7m. 4311
- C-837 (Feb. 22) Taps With Pops .....F 7m. 4315
- C-838 (Mar. 29) Give And Tyke .....G 7m. 4315

### GOLD MEDAL REPRINT CARTOONS

#### (Technicolor)

- W-861 (Sept. 28) Polka Dot Puss (T-J) .....F 8m. 4236
- W-862 (Oct. 5) The Bear And The Bean (B-8) .....G 7m. 4235
- W-863 (Oct. 26) Heavenly Puss (T-J) .....F 8m. 4235
- W-864 (Nov. 9) Bad Luck Blackie (T-A).....G 7m. 4260
- W-865 (Nov. 30) Cueball Cat (T-J) .....G 7m. 4260
- W-866 (Dec. 7) Senor Droopy (D).....G 8m. 4260
- W-867 (Dec. 28) Little Rural Riding Hood (T-A) .....G 6m. 4260
- W-868 (Jan. 4) The Cat And The Mermouse (T-J) .....G 7 1/2m. 4311
- W-869 (Jan. 18) The Cuckoo Clock (T-A).....G 7m. 4311
- W-870 (Feb. 1) Tennis Chumps (T-J) .....E 7m. 4311
- W-871 (Feb. 15) The Bear And The Hare (B-8) .....F 7m. 4311
- W-872 (Mar. 8) Saturday Evening Puss (T-J) .....G 7m. 4311
- W-873 (Mar. 22) Garden Gophers (T-A) .....F 7m. 4311

## Paramount

### CARTOON CHAMPION REISSUES

#### (Technicolor)

- S16-1 (Sept. 21) Mice Meeting You .....G 7m. 4235
- S16-2 (Sept. 21) Sock-A-Bye Kitty .....G 7m. 4236
- S16-3 (Sept. 21) Casper's Spree Under The Sea .....E 8m. 4235
- S16-4 (Sept. 21) One Quack Mind .....F 7m. 4235
- S16-5 (Sept. 21) Mice Paradise .....G 7m. 4235
- S16-6 (Sept. 21) Once Upon A Rhyme .....G 8m. 4235
- S16-7 (Sept. 28) Hold The Lion Please .....G 7m. 4235
- S16-8 (Sept. 28) Land Of Lost Watches .....G 9m. 4235
- S16-9 (Sept. 28) To Boo Or Not To Boo .....G 7m. 4236
- S16-10 (Sept. 28) As The Crow Lies .....F 6m. 4235
- S16-11 (Sept. 28) Slip Us Some Redskin .....G 7m. 4236
- S16-12 (Sept. 28) Boo Scout .....G 8m. 4235

### CASPER CARTOONS

#### (Technicolor)

- 816-1 (Nov. 2) Fright From Wrong .....G 6m. 4256
- 816-2 (Jan. 4) Spooking About Africa.....F 6m. 4295
- 816-3 (Mar. 1) Hooky Spooky .....
- 816-4 (May 24) Peekaboo .....

### HERMAN AND CATNIP CARTOONS

#### (Technicolor)

- H16-1 (Dec. 7) Hide And Peak .....F 6m. 4295
- H16-2 (Feb. 22) Cat In The Act .....

### NOVELTOONS

#### (Technicolor)

- P16-1 (Oct. 19) Sir Irving And Jeomes .....G 7m. 4256
- P16-2 (Dec. 21) Lion In The Roar .....F 6m. 4295
- P16-3 (Jan. 25) Pest Pupil .....F 6m. 4295
- P16-4 (Mar. 29) Fishing Tackler .....
- P16-5 (June 7) Mr. Money Gags .....

### POPEYE CARTOONS

#### (Technicolor)

- E16-1 (Oct. 12) Parlez Vous Woo .....G 6m. 4256
- E16-2 (Nov. 16) I Don't Score .....F 6m. 4295

- E16-3 (Dec. 14) A Haul In One .....G 6m. 4295
- E16-4 (Feb. 8) Nearlyweds .....
- E16-5 (Apr. 5) The Crystal Brawl .....
- E16-6 (May 10) Patriotic Popeye .....

### SPEAKING OF ANIMALS

#### CHAMPIONS

#### (Reissue)

- A15-1 (Sept. 30) Tain't So .....F 10m. 4044
- A15-2 (Sept. 30) Monkey Shines .....G 9m. 4044
- A15-3 (Sept. 30) Be Kind To Animals .....E 8m. 4043
- A15-4 (Sept. 30) From A To Zoo .....E 9m. 4043

### TOPPERS

- M15-1 (Oct. 7) Three Kisses .....E 10m. 4084
- M15-2 (Nov. 11) Reunion In Paris .....G 10m. 4096
- M15-3 (Jan. 27) Animals A La Carte .....F 10m. 4105
- M15-4 (Mar. 9) There's Gold In Them Thrills .....F 10m. 4126
- M15-5 (May 4) Ups And Downs .....G 9m. 4179
- M15-6 (Aug. 24) Herman Hickman's Football Review .....G 10m. 4256

### VISTAVISION SPECIALS

#### (Technicolor)

- V15-1 (.....) Bing Presents Oreste .....E 10m. 4126
- V15-2 (June 29) VistaVision Visits Panama .....G 10m. 4187
- V15-3 (Aug. 3) VistaVision Visits Gibraltar .....G 10m. 4240
- V15-4 (Oct. 5) VistaVisian Visits Austria..E 17m. 4252

## Republic

### SERIALS

- 5682 (Oct. 15) Federal Operator 99 (Reissue) .....G 12ep. 4246
- 5683 (Jan. 14) Dangers Of The Canadian Maunted (Reissue) .....G 12ep. 4299
- (.....) The Purple Monster Strikes (Reissue) .....G 15ep. 4323

## 20th Century-Fox

### ONE REEL

### CINEMASCOPE

#### (Color)

- 7701 (Jan. ) Port Of Sports .....G 9m. 4331
- 7702 (Feb. ) Divided By The Sea .....E 7m. 4331
- 7703 (Mar. ) Future Baseball Champs (Black and White) .....G 10m. 4331
- 7704 (Apr. ) Bluefin Fury .....E 8m. 4331
- 7705 (May ) Orient Express To Hong Kong .....G 9m. 4331

### TWO REEL

### CINEMASCOPE COLOR SPECIALS

- 7608 (Apr. ) Land Of The Bible .....E 18m. 4114
- (DeLuxe Color)
- 7609 (June ) Dark Wave (Technicolor)..E 23m. 4177
- One Reel

### CINEMASCOPE TERRYTOONS

#### (Technicolor)

- 5701 (Jan. ) John Doormat In Topsy TV F 7m. 4315
- 5702 (Feb. ) Spoofy In Gag Buster ....
- 5703 (Mar. ) Beefy In A Bum Steer.....
- 5704 (Apr. ) Sniffer In The Bone Ranger
- 5105 (May ) Gaston Is Here .....G 7m. 4331
- (.....) Flebus .....

### TERRYTOONS

#### (Technicolor)

- 5731 (Jan. ) Heckle And Jeckle In Pirate's Gold .....G 7m. 4339
- 5732 (Feb. ) A Hare-Breadth Finish .....G 7m.
- 5733 (Mar. ) African Jungle Hunt.....F
- 5734 (Apr. ) Dimwit In Daddy's Little Darling .....
- 5735 (May ) Love Is Blind .....

### MOVIETONE MELODY

- 7201 (Nov. ) Lawrence Welk and His Champagne Music (Reissue) .....F 9m. 4295

## Universal-International

### Two Reel

### SPECIAL

- 3601 (Mar. 4) Song of The Grape (Color) .....G 20m. 4323

### MUSICAL FEATURETTES

- 2651 (Nov. 28) Ralph Marterie And His Orchestra .....G 15m. 4075
- 2652 (Dec. 26) Melodies By Martin .....G 16m. 4095
- 2653 (Jan. 23) Lionel Hampton And Herb Jeffries .....G 15m. 4103
- 2654 (Feb. 27) Tennessee Plowboy .....F 13m. 4103
- 2655 (Mar. 19) Around The World Review .....G 16m. 4137
- 2656 (Apr. 23) The Mills Brothers On Parade .....G 16m. 4177
- 2657 (May 21) Cool And Groovy .....F 15m. 4177
- 2658 (June 25) Rhythms With Rusty .....F 15m. 4203
- 2659 (July 23) Mirth And Melody .....F 15m. 4235
- 2660 (Aug. 26) Bright And Breezy .....G 16m. 4208
- 2661 (Sept. 24) Mr. Black Magic .....G 16m. 4235

### (1956-57)

- 3651 (Nov. 25) Riddles In Rhythm .....G 15m. 4283
- 3652 (Dec. 17) Skylarkin' Time .....F 15m. 4283

3653 (Feb. 11) Rhythms With Regis .....F 14m. 4315  
 3654 (Feb. 25) Golden Ladder .....G 15m. 4323  
 3655 (Mar. 11) Swingin' And Singin' .....G 15m. 4331

**COLOR PARADES**

3671 (Dec. 24) Holiday In The Hills .....G 9m. 4283  
 3672 (Jan. 21) Volley of Two Faces (CS) G 10m. 4283  
 3673 (Feb. 11) Frozen Frontier .....G 9m. 4323  
 3674 (Mar. 25) Juniar Jamboree .....G 9m. 4323  
 3675 (May 20) Crossroads Of The Ages G 9m. 4323

**WALTER LANTZ CARTUNES**

(Technicolor)

3611 (Dec. 17) Woodpecker Meets Davy Crewcut .....G 6m. 4283  
 3612 (Jan. 14) Fowled Up Party .....G 6m. 4283  
 3613 (Feb. 11) Red Riding Hoodlum .....G 6m. 4283  
 3614 (Mar. 11) The Plumber Of Seville.....F 6m. 4283  
 3615 (Apr. 8) Box Car Bandit .....G 6m. 4283  
 3616 (May 6) Operation Cold Feet .....G 6m. 4283  
 3617 (June 3) Unbearable Salesman .....G 6m. 4323  
 3618 (July 1) International Woodpecker G 6m. 4323  
 3619 (July 29) To Catch A Woodpecker .....G 6m. 4323  
 3620 (Aug. 26) Goofy Gardner .....G 6m. 4323

**VARIETY VIEWS**

3691 (Feb. 4) Milk Run .....G 9m. 4323  
 3692 (Mar. 4) Monkeys Are The Croziest F 9m. 4323  
 3693 (Apr. 1) Bear Cubs Go Rural .....F 9m. 4323  
 3694 (May 6) Brooklyn Goes To Detroit F 9m. 4323

**Warners**

**SPECIAL FEATURETTES**

4911 (.....) Chasing The Sun .....G. 36m. 4252

Two Reel

**WARNERCOLOR SCORE GEMS**

4101 (Oct. 6) South Of The Himaloyas E 18m. 4264

4102 (Dec. 29) The Legend Of El Dorado E 18m. 4310  
 4103 (July 13) Blue Danube .....E 18m. 4310

**SPECIALS**

(WarnerColor)

4001 (Sept. 8) East Is East .....G 18m. 4246  
 4002 (Dec. 2) Howdy Partner .....G 18m. 4311  
 4003 (Mor. 2) Pearls Of The Poficif .....G 18m. 4311

**BLUE RIBSON HIT PARADES**

(Reissue)

(Technicolor)

4301 (Sept. 15) Mouse Mazurka .....F 8m. 4247  
 4302 (Oct. 20) Paying The Piper .....F 7m. 4247  
 4303 (Nov. 17) Daffy Duck Hunt .....F 7m. 4264  
 4304 (Dec. 1) Henhouse Hennerly .....E 7m. 4272  
 4305 (Jan. 19) Swallow The Leader .....F 7m. 4323  
 4306 (Feb. 2) For Scent-Imental Reasons G 7m. 4323  
 4307 (Mar. 9) Mouse Wreckers .....G 7m. 4323  
 4308 (Apr. 6) Dough For The Do-Do .....F 7m. 4323  
 4309 (Apr. 27) Fast And Furry-Ous .....G 7m. 4323  
 4310 (May 18) Bear Feat .....G 7m. 4323  
 4311 (June 29) Each Dawn I Crow .....G 7m. 4323  
 4312 (July 27) Bad Ol' Putty Tat .....G 7m. 4323

**BUGS BUNNY SPECIALS**

(Technicolor)

4723 (Sept. 15) A Star Is Bored .....G 7m. 4247  
 4724 (Oct. 27) Wideo Rabbit .....G 7m. 4256  
 4725 (Dec. 15) To Hare Is Human .....F 7m. 4311  
 4726 (Feb. 9) Ali Baba Bunny .....E 7m. 4311  
 4727 (Apr. 13) Bedeviled Rabbit .....F 7m. 4311  
 4728 (May 25) Piker's Peak .....F 7m. 4311  
 4729 (July 6) What's Opera Doc? .....F 7m. 4311

**MERRIE MELODIES**

(Technicolor)

4701 (Sept. 1) Slap Hoppy Mouse .....G 7m. 4227  
 4702 (Sept. 20) Deduce, You Say! .....G 7m. 4247  
 4703 (Oct. 13) Yankee Dood It .....F 7m. 4256

4704 (Nov. 10) There They Go-Go-Go .....F 7m. 4256  
 4705 (Nov. 24) Two Crows From Tocos...G 7m. 4247  
 4706 (Dec. 8) The Honey Mousers .....G 7m. 4311  
 4707 (Jan. 5) The Three Little Sops .....E 7m. 4311  
 4708 (Jan. 12) Tweet Zoo .....F 7m. 4311  
 4709 (Jan. 26) Scrambled Aches .....F 7m. 4311  
 4710 (Feb. 23) Go Fly A Kite .....G 7m. 4311  
 4711 (Mar. 16) Tweety And The Beonstalk E 7m. 4311  
 4712 (Apr. 20) Boyhood Daze .....G 7m. 4311  
 4713 (May 4) Cheese It, The Cot .....G 7m. 4311  
 4714 (May 11) Fax Terror .....G 7m. 4311  
 4715 (June 8) Steal Wool .....G 7m. 4311  
 4716 (June 22) Boston Quackie .....G 7m. 4311  
 4717 (July 20) Tobasco Road .....G 7m. 4311

**WARNERCOLOR SPECIALS**

4401 (Oct. 27) Playtime Pals .....G 9m. 4247  
 4402 (Mor. 30) I'll Be Doggoned .....G 9m. 4247  
 4403 (June 1) Block Forest .....G 9m. 4247

**WARNERCOLOR SCOPE GEMS**

4501 (Sept. 22) Crossroads Of The World E 9m. 4276  
 4502 (Nav. 3) Magic In The Sun .....E 8m. 4283  
 4503 (Feb. 16) Under Corib Skies .....F 9m. 4323

**Miscellaneous**

Bloodstock (8IS) (Color) .....F 15m. 4310  
 Bespoke Overcoat, The (Arthur) .....F 33m. 4281  
 Challenge In The Air (BIS) .....F 13 1/2m. 4315  
 Face Of Lincoln, The (Cavalcade) ...G 20m. 4331  
 Hidden Talent (McCarthy) .....F 17m. 4272  
 Impression Of London, An (BIS) (Technicolor) .....E 14m. 4311  
 Majesty Of The Air (8IS) (Tech.)...G 21m. 4311  
 Red Balloon, The (Lopert) (Tech.)...E 34m. 4310  
 Suez Canal—(Technicolor)—(deRochemont) .....E 25m. 4221  
 Trooping The Colour (BIS) (Tech.)...G 10m. 4331  
 True Story Of The Civil War, The (Film Representations) .....E 33m. 4331



A.A.	COLUMBIA	M.G.M.	PARAMOUNT	RANK	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Hold That Hypnotist Bowery Boys	The Phantom Stagecoach William Bishop, Kathleen Crowley	Invitation To The Dance (TC) Gene Kelly	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Reach For The Sky Kenneth More	Accused Of Murder (Trucolor-Naturama) David Brian, Vera Ralston	Bad Lands Rex Reason, Margia Dean (Regalscope)	The Iron Sheriff Sterling Hayden, Constance Ford (Grand)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair (RKO)	The Spirit Of St. Louis (CS-WC) James Stewart	Runway Daughters (American-Int.) Marla English, John Litel
Footsteps In The Night Bill Elliott	Lizzie Eleanor Parker, Richard Boone, Joan Blondell	The Little Hut (Color) Ava Gardner, Stewart Granger, David Niven (Made In England)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	Checkpoint (EC) Anthony Steel	Duel At Apache Wells (Naturama) Anna Marie Alberghetti, Ben Cooper, Jim Davis	The Way To The Gold (CS) Jeffrey Hunter, Sheree North, Barry Sullivan	12 Angry Men Henry Fonda, Lee J. Cobb (Orion-Nova)	The Kettles On Old MacDonald's Farm Marjorie Main, Parker Fennelly	The Counterfeit Plan Zachary Scott, Peggie Castle (English-made)	Shake, Rattle and Rock (American-Int.) Fats Domino, Lita Gave
The Badge Of Marshal Brennan Jim Davis, Arleen Whelan	Designing Woman (CS-Color) Gregory Peck, Lauren Bacall	The Seventh Sin (CS) Eleanor Parker, Bill Travers, George Sanders	Fear Strikes Out (VV) Anthony Perkins, Norma Moore	Battle Hell (DCA) (English-made) Richard Todd	Affair In Reno (Naturama) John Lund, Doris Singleton, John Archer	War Drums Lex Barker, Joan Tyler (Bel-Air)	The Girl In The Kremlin Lex Barker, Zsa Zsa Gabor	Unfamed Youth Mamie Van Doren, Lori Nelson, John Russell	The Young Man With A Horn (RE) Kirk Douglas	Flesh and The Spur (Eastman Color) John Alagar, Marla English (American-Int.)
Dragon Wells (CS-Color) Barry Sullivan, Mona Freeman, Dennis O'Keefe, Katy Jurado	The Vintage (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer	Something Of Value (CS-TC) Rock Hudson, Dana Wynter, Wendy Hiller	The Buster Keaton Story (VV) Rhonda Fleming, Donald O'Connor, Ann Blyth,	The Green Man (DCA) (English-made) Alastair Sim, Jill Adams	Hell's Crossroads (Naturama) Stephen MacNally, Peggie Castle, Barton MacLane	Monkey On My Back Cameron Mitchell, Dianne Foster (Small)	The Deadly Mantis Craig Stevens	Shoot Out At Medicine Bend Randolph Scott, James Craig, Angie Dickinson	The Winning Team (RE) Doris Day	Naked Paradise (Pathe Color) Richard Denning, Beverly Garland (American-Int.)
The Persuader James Craig, Kristine Miller	Gaslight (RE)	The Bride Goes Wild (RE)	The Buster Keaton Story (VV) Rhonda Fleming, Donald O'Connor, Ann Blyth,	Every Second Counts (Subtitled) Barbara Laage	Spoilers Of The Forest (Naturama-Trucolor) Rod Cameron, Vera Ralston	The Ride Back Anthony Quinn, Lita Milan (Associates and Aldrich)	Man Afraid (CS) George Nader, Phyllis Thaxter, Tim Hovey	Medicine Bend Randolph Scott, James Craig, Angie Dickinson	Bright Leaf (RE) Gary Cooper	The Undead Richard Garland, Pamela Duncan (American-Int.)
Destination 60,000 Preston Foster, Jeff Donnell	The Postman Always Rings Twice (RE)	The Delicate Delinquent (VV) Jerry Lewis Darren McGavin	Gunfight At The O.K. Corral (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Bailout At 43,000 John Payne, Karen Steele (Pine-Thomas)	The Young Stranger James MacArthur, Kim Hunter (RKO)	All American Burt Lancaster	The West Point Story (RE) James Cagney	Voodoo Woman Marla English, Tom Conway, Touch Connors (American-Int.)
The Oklahoman (CS-Color) Joel McCrea, Barbara Hale	Tarzan And The Lost Safari Gordon Scott, Betta St. John	Our Vines Have Tender Grapes (RE)	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		
Storm Out Dale Robertson, Luis Maxwell, Derek Bond	The Burglar Dan Duryea, Jayne Mansfield	Man On Fire Bing Crosby Inger Stevens Mary Fickett	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		
Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	The Night The World Exploded Kathryn Grant, William Leslie	Man On Fire Bing Crosby Inger Stevens Mary Fickett	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		
Spook Chasers Bowery Boys	The Giant Claw Jeff Morrow, Mara Corday	Man On Fire Bing Crosby Inger Stevens Mary Fickett	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		
Hot Rod Rumble Leigh Snowden, Wright King	The Heart Of Show Business (Ralph Staub)	Silk Stockings (CS-MetroColor) Fred Astaire Cyd Charisse Janis Paige	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		
Aqua Dive Girl Mara Corday, Pat Conway	Fire Dawn Below (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon	Loving You Elvis Presley Lizabeth Scott Wendell Corey (VV-TC)	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		
Love in The Afternoon Gary Cooper Audrey Hepburn Maurice Chevalier	20 Million Miles To Earth William Hopper, Joan Taylor	Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		
The Disembodied Paul Burke Allison Hayes	The 27th Day Gene Barry, Valerie French	Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		
Daughter Of Dr. Jekyll John Agar Gloria Talbott	Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		
Dino Sol Mineo Susan Kahner Brian Keith	Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Tammy And The Bachelor (CS-TC) Debbie Reynolds Leslie Nielsen	The West Point Story (RE) James Cagney		

**SYMBOLS USED ABOVE:** CS—CinemaScope, DC—DeLuxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

something **NEW**  
in the Industry!

**Let these showmanship-packed trailers**  
**take your theatre patrons behind-the-**  
**scenes for the making of an important**  
**picture--and make yourself a show-**  
**packed audience!**

Otto Preminger, producer of United Artists' "Saint Joan," had the foresight and initiative to assign a special camera crew to photograph the making of this picture from its earliest planning stages to final editing.

From this fascinating footage comes a new concept in trailers. A series of six trailers entitled, "The Making of a Movie" has been prepared and treats your patrons to intimate, behind-the-scenes glimpses of the widespread search for an unknown to play the title role and the winning audition which prompted Mr. Preminger to select Jean Seberg as the Maid of Orleans.

Your audience will witness the inside story of research and rehearsals; of casting, costuming and cutting; of make-up and musical scoring; of sets, location scenes and actual shooting and all the other interesting production details that make up an important motion picture.

The Prize Baby is proud to distribute this entire entertainment-laden package of six trailers for the price exhibitors ordinarily pay for a single standard trailer!

If you are booking "Saint Joan," you have a stake in playing "The Making of a Movie". It's been made to sell the Maid!



NATIONAL *Screen* SERVICE  
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

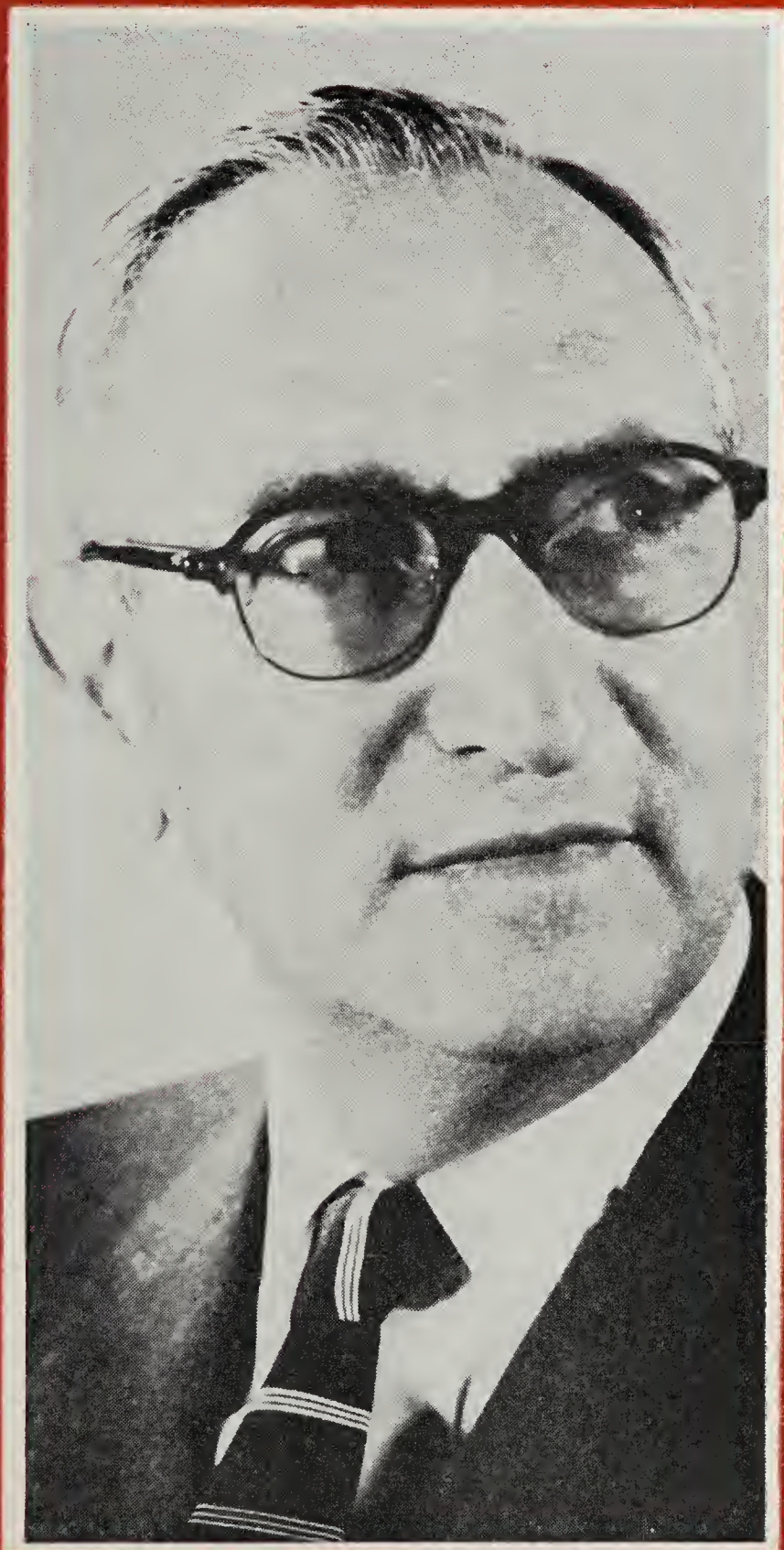
# EXHIBITOR

JUNE 26, 1957

VOLUME 58

NUMBER 9

IN TWO SECTIONS • THIS IS SECTION ONE



## ***Teen Age Prices And Teen Age Behavior***

editorial

## **Group Urges N. Y. Tax Repeal**

(page 8)

## **Fox Newsreel Goes C'Scope**

(page 9)

**AND FEATURING: THE SERVICE SECTION  
REVIEWS ON  
24 NEW FEATURES**

← A. Montague, Columbia vice-president, was honored by the industry last week for his efforts through the years as president, Will Rogers Memorial Hospital, which has expanded its services to include all chest diseases as well as tuberculosis for all industryites.

# SO THEY WANT

Coming Soon From M-G-M!



**ACTION!**  
Plane to Madrid  
and a mysterious  
package aboard.

M-G-M Presents

ROBERT TAYLOR  
DOROTHY MALONE

In

## "TIP ON A DEAD JOCKEY"

Co-Starring GIA SCALA

With MARTIN GABEL · MARCEL DAUBREUIL

Screen Play by CHARLES LEDERER

Based on the NEW YORKER Magazine Story by IRWIN SHAFFER

In CinemaScope

Directed by RICHARD THORPE

Produced by EDWIN H. KNOPF

M-G-M Presents

VAN JOHNSON · MARTINE CAROL · HERBERT LOM

In

## "ACTION OF THE TIGER"

With GUSTAVO ROCCO

Screen Play by ROBERT CARSON

Based on the Book "ACTION OF THE TIGER" by JAMES WELLARD

Adapted for the Screen by PETER MYERS

TECHNICOLOR® · In CinemaScope

Directed by TERENCE YOUNG · Produced by KENNETH HARPER

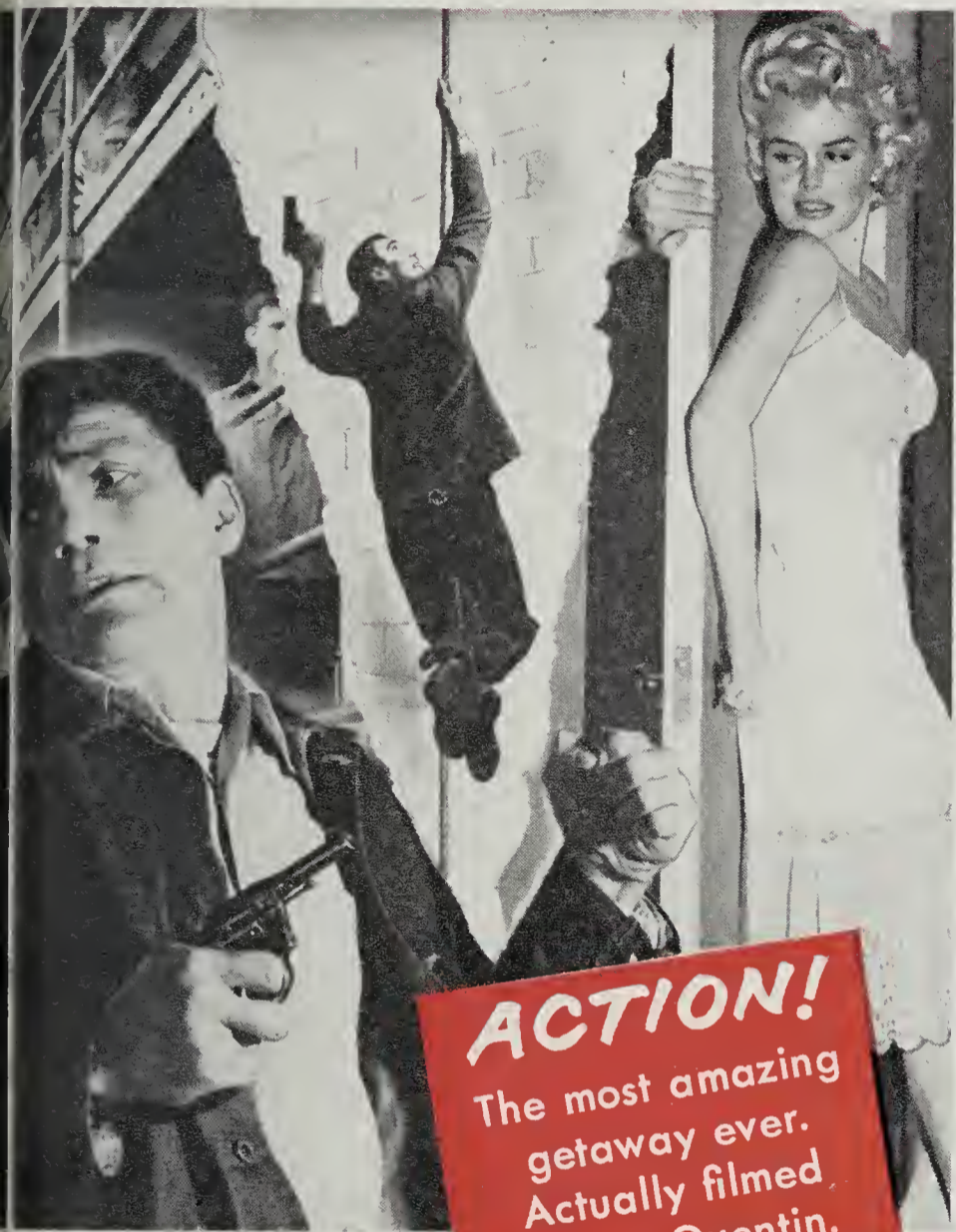
Executive Producers JOSEPH BLAU and JOHN W. MEYER

An M-G-M Release



**ACTION!**  
Adventure  
political int  
with a girl  
smuggler in A

# ACTION!



**ACTION!**  
The most amazing  
getaway ever.  
Actually filmed  
in San Quentin.

M-G-M Presents

## "HOUSE OF NUMBERS"

Starring

### JACK PALANCE

With HAROLD J. STONE

And Introducing

### BARBARA LANG

Screen Play by RUSSELL ROUSE and DON M. MANKIEWICZ

Based on the Cosmopolitan Magazine Novel by JACK FINNEY

In CinemaScope

Directed by RUSSELL ROUSE

Produced by CHARLES SCHNEE

M-G-M Presents

## STEWART GRANGER RHONDA FLEMING

In

## "GUN GLORY"

Co-Starring CHILL WILLS

With

STEVE ROWLAND • JAMES GREGORY • JACQUES AUBUCHON

Screen Play by WILLIAM LUDWIG

Based on the Novel "MAN OF THE WEST" by PHILIP YORDAN

in CinemaScope and METROCOLOR

Directed by ROY ROWLAND

Produced by NICHOLAS NAYFACK



**ACTION!**  
Faster than "The  
Fastest Gun Alive."

# Letters . . .

**UNSOLICITED** • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## From SOUTH FALLSBURG, N. Y.

You slipped, old boy! You really slipped! But it is to your credit that this is the first time you have slipped in the 20-odd years that I've been a subscriber.

I've got a wonderful set of bound pink Servisections, that is not only my right hand, but that has often gotten other exhibitors out of trouble when they called on me for information. But you failed to send me this Review-Section Two of your June 12 issue, and a hole has been created in my library. Plug it up for me, won't you?

This gives me an opportunity to tell you that I find MOTION PICTURE EXHIBITOR an easy magazine to read, and find in it ALL the material I need for the successful operation of several theatres. It's My A-No 1 favorite! So keep up the good work and we'll keep up subscribing. And to maintain your wonderful record, don't make another slip until 1977.

ANTONIO C. BALDUCCI  
Rivoli Theatre, et al

*EDITOR'S NOTE: Better a hole in your library than a hole in your head. Or your pocketbook! Otherwise we're speechless!*

## From BARRINGTON, ILL.

Do you have a breakdown of the percentages a well-run drive-in theatre should pay for wages, advertising, pictures, and other cost factors?

I would appreciate very much having such a breakdown, and it occurred to me that you would be the logical source to which to turn. In fact, I find myself turning to you and to your organization every time we need something important in connection with theatre operation.

To date, we subscribe to MOTION PICTURE EXHIBITOR. We buy THEATRE CATALOG. And we use your Service Manuals and other Plus Services.

I congratulate you on supplying so many of the motion picture theatre industry's needs.

W. S. EDWARDS  
Drive-In Theatre Owner

*EDITOR'S NOTE: The breakdown requested by Mr. Edwards is being prepared. This is just another example of the confidence placed in MOTION PICTURE EXHIBITOR by working theatremen.*

## From SELLERSVILLE, PA.

The attached letter is documentary evidence that MOTION PICTURE EXHIBITOR gets around, and is avidly read.

Some time ago I submitted a promotional campaign used in my programs to your

SHOWMANSHIP SWEEPSTAKES contest, and won a sheepskin "citation." And now I have won a "pen friend" because he liked the idea I submitted.

Naturally I have sent Mr. Borland a batch of back programs, and will be happy to continue a regular swap with him. But I thought you would like to know about it too!

BERNARD HAINES  
Sevil Theatre

*EDITOR'S NOTE: The enclosure mentioned was a friendly letter from Hugh S. Borland, Villas Theatre, 5603 W. Cermak Road, Cicero, Illinois, discussing his own efforts in institutional advertising, and offering to swap programs each week with this Pennsylvania theatre. As Mr. Borland's letter says: "In these days of decreased theatre admissions any new slant may help sell your theatre to the public."*

## From VICTORIANVILLE (Que.) CAN.

I enclose herewith my cheque for another year of MOTION PICTURE EXHIBITOR. I would also like to know whether I can obtain a set of the Yellow CHECK-UP section of all features by 12 month periods from September 1948 to date? I need these badly.

The above request should prove that I regard MOTION PICTURE EXHIBITOR as the best of all motion picture trade papers that I have used during my past 25 years. (Aug. 15, 1957 marks my anniversary as owner manager of the old one that burned down in 1950, and was replaced by this new one).

U. S. (Dick) ALLAIRE  
Theatre Victoria

*EDITOR'S NOTE: Because the Yellow CHECK-UP reference section is changed and added to every second week, it must be regarded as a moving current service, and not a permanent record like the specially numbered Pink REVIEWS. As a result, no permanent file copies of the CHECK-UP are saved. We certainly would like to accommodate such a good friend as Mr. Allaire seems to be, and we are offering him complete seasons of REVIEWS back to the 1951-52 season.*

## From WASHBURN, N. D.

When our copy of MOTION PICTURE EXHIBITOR arrived this morning, we sat down as we always do and read your editorial page. Without question it is the BEST in any trade paper. Always timely, full of theatre knowledge, and with a punch.

Later in the morning we again picked up our copy, and were we suprised to see that our Stamp Idea had been voted the WIN-

NING ENTRY in the SHOWMANSHIP SWEEPSTAKES DEPARTMENT? This is a great lift to a small town theatreman who is trying to make a success in a business where there is so much gloom and competition. With your Sweepstakes ideas we can keep the "show" in show business, for I have used many of them and have found them of real value.

Hats off to a swell aid for all theatre-men—and to your wonderful editorial thinking! Keep it coming!

KEN CHRISTIANSON  
Roxy Theatre

*EDITOR'S NOTE: Because MOTION PICTURE EXHIBITOR supports no organized field selling staff, doesn't encourage cut-rate subscriptions, and doesn't specially solicit assistant managers and ushers, it doesn't have an astronomical subscription list (only about 10,000). But, with nearly every subscriber an avid reader, we're confident that it has the highest rate of "READERSHIP." Anybody wanna bet?*

## From RICHMOND, VA.

Thank you sincerely for the attention you gave my story on your editorial page. ("WE BOW TO A LADY FROM VIRGINIA"—June 5.)

As you must have realized when you read my column, I'm all for the motion picture industry, not because it was as a movie critic that I was first employed by the paper, but because I have been just a plain, down-right film fan for many years. My more esthetic friends often accuse me of lowbrow tastes, but I am completely sincere in my conviction that a film should make an audience FEEL good—it's the province of the ministry and the schools to make them BE good, and it's up to the home to teach youngsters a sense of discrimination.

Sorry—I didn't mean to get on the soap box again. I'm really not an authority on how to make better movies—but, having been a member of an audience for many, many years, I AM an authority on audience reaction.

EDITH LINDEMAN  
Amusement Editor, Richmond Times-Dispatch (Morning and Sunday)

*EDITOR'S NOTE: We like Miss Lindeman's "conviction." And we'll bet she writes dependable reviews that the people of Richmond can trust. Unfortunately, many an "esthetic friend," reflecting high brow tastes, sits in the reviewer's chair at a great newspaper, and not only gives Hollywood a false impression of what the public wants, but touts the public off the very "low brow" pictures it would enjoy.*

## From DOWNSVILLE, N. Y.

Please pardon the delay in renewing my subscription. Nobody, but nobody, in movie business should be without MOTION PICTURE EXHIBITOR. It's the MOST . . . of the BEST!

BILL MORRISON  
Colchester Theatre

*EDITOR'S NOTE: Thanks, Bill! We don't know whether to send you Perle Mesta or a bottle of Pepsi-Cola for that new slogan.*

# EXHIBITOR



JUNE 26, 1957  
VOLUME 58 NUMBER 9

## TEEN-AGE PRICES AND TEEN-AGE BEHAVIOR

FROM NORFOLK, VIRGINIA, comes a story we like, on a subject that we have prattled about many times down through the years, reduced admission prices for that great mass of movie patrons between 12 and 19 years of age.

Few theatremen seem to realize that when a boy or girl celebrates his or her 12th birthday, income in the form of weekly allowance doled out by parents, or derived from running errands and other odd jobs, does not double. So the appetite for a good movie show, established over four or five years of regular attendance at Saturday, Holiday, or rainy-Sunday matinees, is caught in the financial squeeze between the former child admission price of 20 cents or 25 cents and the much higher adult price of 75 cents or 85 cents. And as the birthdays continue through 15, 16, 17, and 18, while the ability to earn a buck may keep pace, there are "dates" and "formals" and many other calls on the teen-ager's pocketbook that didn't affect the child's. These are the formative years when tastes are set, and there always has been the very serious question of whether hundreds of thousands of future movie patrons aren't lost right here when they are forced to develop other amusement habits. And what of the dinner table "raves" about a current movie that influenced many an adult's attendance?

Well! Down in Norfolk they have done something about it! And with a very worthwhile by-product, too!

It all started when a Mrs. T. M. Callahan, past president of the Sacred Heart Parochial School P.T.A., ap-

proached J. D. Barham, assistant general manager of Wilder Theatres, with an idea of reduced admission prices for children of 12 through high school, in exchange for the children's pledge to behave themselves. From there it spread to all other Catholic schools, and to all public schools; and the Levine and Hofheimer theatres brought the total of cooperating theatres to 11. It is now estimated that 15,000 student identification cards have been distributed. Card holders gain admission for 35 cents or 40 cents, which is just about half the adult price. And you can imagine their enthusiasm!

But, here is the by-product.

On the back of each card there are eight rules relating to good conduct and good citizenship to which the card holders must bind themselves. Those who misbehave in theatres, or break the rules, will have their cards taken from them and returned to the particular school for disciplinary action by the student council. First offenders usually lose the card holder price concession for 30 days. Second offenders will receive greater penalties, right up to the loss of cards completely.

So parents, teachers, and theatremen are partners in a common effort to improve teenage behavior. As partners, cooperation is assured.

This has actually happened in Norfolk at the Boulevard, Colley, Melrose, Newport, Park, Riverview, Rosele, Rosna, Suburban, Towne Guild, and Willard Theatres. And while identification cards are not new, the by-product merits some serious study.

## A BOW TO SHOWMANSHIP

WE DON'T KNOW whether the idea originated with Otto Preminger, with United Artists, or with National Screen Service, and we don't care. What we do know is that the offer of six teaser trailers on "SAINT JOAN," for a particular theatre's regular price for one trailer, is certain to get that picture a lot of good sock advance publicity that will build strong word-of-mouth selling.

Just picture it this way. Six weeks before the actual playdate, you or some member of your family attend your favorite theatre and hear Richard Widmark, made up for his part as The Dauphin, give a three minute "pitch" on "SAINT JOAN," with actual scenes. Five weeks before, you or some member of your family hear Widmark in a different three minute "pitch." Four

weeks before, it is Finlay Currie as The Archbishop, making the "pitch" with other scenes. And at three weeks before and two weeks before, it's Richard Todd as Dunois and John Gielgud as the Earl of Warwick, with two or three minutes each. Then comes Otto Preminger himself, with 21 minutes of intimate production details.

All of this you either see yourself or you hear about from others. Then comes the announced date, and "SAINT JOAN" is playing your favorite theatre. Do you go? We'll bet on it!

And there's another angle. Those five three minute shorts, and that one 21 minute short, are all filler that can be used to balance the program instead of shorts. For free! Will theatremen use them? We'll bet on it!

*Jay Emanuel*

..... The Motion Picture That Crosses A New Boundary In Screen Entertainment



# A HATEFUL OF RAIN

CINEMASCOPE



Johnny Pope, husband, brother, father to be. A handful of medals made him a hero. A heartful of longing made her love him. A "hatful of rain" made him a man to fear...or love even more!

from 20th Century-Fox

starring

EVA MARIE SAINT



DON MURRAY



ANTHONY FRANCIOSA



LLOYD NOLAN

PRODUCED BY

BUDDY ADLER / FRED ZINNEMANN / MICHAEL VINCENTE GAZZO and ALFRED HAYES

DIRECTED BY

SCREENPLAY BY

Based on the Play by Michael Vincente Gazzo • As Produced on the Broadway Stage by Jay Julien



This ad will appear in LIFE. It is one of the ads in the national magazine campaign pre-selling 60 million moviegoers!



# BROADWAY GROSSES

(As of this Monday)

## "Island," "Showgirl" Still Strong

NEW YORK—The Radio City Music Hall, Roxy, and Globe led the Broadway first-runs last weekend with all holdover product the order of the day.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE D.I." (Warners). Paramount (\$47,654)\*—Third week expected to reach \$23,000.

"ISLAND IN THE SUN" (20th-Fox). Roxy (\$81,388)—Thursday through Sunday accounted for \$67,875, with the second session bound to top \$96,000. Stage show.

"The Prince And The Showgirl" (Warners). Radio City Music Hall (\$146,192)—Thursday through Sunday garnered \$89,000, with the second week heading toward \$145,000. Stage show.

"Gunfight At O.K. Corral" (Paramount). Capitol (\$39,813)—Fourth and last week should hit \$20,000.

"Face In The Crowd" (Warners). Globe (\$11,854)—Fourth week reported as topping \$17,000.

"Scandal In Sorrento" (DCA). Mayfair (\$15,087)—Dropped to \$8,000 on second week.

"Something Of Value" (MGM). Astor (\$24,578)—Down to \$14,000 on seventh week.

"The Wayward Bus" (20th-Fox). Victoria (\$21,930)—Third week fell off to \$8,000.

"Monkey On My Back" (UA). Loew's State (\$18,644)—Fourth and last week only \$10,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

## UA Returns To MPAA

NEW YORK—Eric Johnston, MPAA president, announced last week that United Artists has returned to membership in the Motion Picture Association of America.

"It is a real joy to us all to welcome United Artists back into the MPAA," said Johnston. "As one of the great companies in the business it adds strength and stature to the Association and its work. As a unified team it is always possible to accomplish more in advancing the welfare of the industry as a whole."

# I N D E X

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June 26, 1957

# Buena Vista Predicts \$30 Million Year's Gross, Favorable To Toll-TV

NEW YORK—Roy Disney, president, Walt Disney Productions, stated last fortnight at a press interview that "subscription television if and when it becomes a reality represents to Buena Vista Film Distributing Company a logical method of expanding distribution channels for theatrical motion pictures."

He said that his organization would welcome the new system as a possible new channel of distribution, and added that there is a possibility that Buena Vista would release its product to pay-TV on a "day and date basis" for maximum grosses. Disney said that he has had "tempting offers" already for his organization's backlog of product for pay-TV and to participate in various tests of the cable theatre.

Disney also stated that Buena Vista anticipates a \$30,000,000 gross for the fiscal year ending next Sept. 30. He disclosed that by the spring of next year the company will have invested between \$22,000,000 and \$23,000,000 in theatrical film production and will release six films, including two reissues, by then.

The company at the close of its fiscal year on Sept. 30, 1956, had an overall gross of \$27,000,000, of which \$7,000,000 came from television, and \$5,500,000 from merchandising. In the forthcoming Disney and Buena Vista annual gross, earnings from Disneyland will be consolidated.

Disney said the company still is interested in making outside distribution agreements and that there "is no plan to sell any of our old films to television."



## The NEW YORK Scene

By Mel Konecuff

A MAN and an institution were honored last week with a testimonial dinner at the Waldorf-Astoria. The man was Abe Montague. The institution was the industry's Will Rogers Memorial Hospital. Each means much to the other, and both are important to humanity and the industry.

The Grand Ballroom was filled with representatives of the films, stage, radio, and television divisions of the entertainment industry as well as by medical and civic people, and they witnessed a program that flowed smoothly and with high interest. Harry Brandt, general chairman, opened the proceedings which became known as "Orchids For Montague," and featured in the entertaining show that followed, which dwelt on the life of Montague, were such personalities as Toni Arden, Bud Collyer, Judy Scott, Bill Heyer, Kenneth Banghart, John Cameron Swayze, Cliff Robertson, Jean Shepherd, Elaine Malbin, Arnold Stang, Jack Russell, Helen Hayes, Julie Wilson, and others. Nancy Kelly was mistress of ceremonies.

Miss Hayes presented him with an orchid especially grown and developed in England and which is registered the world over as the "Montague Orchid." The tie-in is that he is an orchid grower and fancier of note.

Bob O'Donnell, chairman of the board of Will Rogers, presented an engraved silver plaque bearing the signatures and words of appreciation of the board of directors of the hospital.

Si Fabian announced the establishment of the "Abe Montague Fellowship" which will be an annual award of \$2,500 with three months practical work and experience at the hospital and laboratories for a deserving doctor or scientist in the field of chest diseases.

Montague was quite moved by the evening's events and announced that the hospital, within a short period of time, will launch a new and enlarged program whereby amusement industry patients with other chest diseases than tuberculosis will be accepted for treatment and cure. There will be no charge to either industryites or their family. This phase has been some time in the making.

A wire of appreciation was read from the patients at the hospital which was scheduled to be visited once again by the board of directors and representatives of the press. More about this next week.

The show was written and produced by Morton Sunshine, who received much praise for his noteworthy efforts.

Scheduled to be seated aboard the huge dais were Charles Alicoate, Richard Altschuler, Robert Benjamin, Jack Beresin, Harry Brandt, Richard Brandt, Walter Branson, Jackie Bright, Max A. Cohen, Ralph Cohn, Tom Connors, Robert Coyne, Paul Cunningham, George Dembow, Ned E. Depinet, Russell Downing, Jay Emanuel, Gus Eyssell, Si Fabian, Charles Feldman, Alan Freedman, William Gaxton, Bill German, Leonard Goldenson, Morey Goldstein, Julius Gordon, Abel Green, Roy Haines, Ken Hargreaves, Alex Harrison, William Heineman, J. Robert Hoff, Rube Jackter, Leo Jaffe, Harry Kalmine, Arthur Krim, Paul Lazarus, Jr., Margie Lewis, Arthur Mayer, Dr. Edgar Mayer, Joseph McConville, Robert Mochrie, William Morris, Jr., Charles Moskowitz, James Mulvey, John J. O'Connor, E. K. O'Shea, Harold Patterson, David Ficker, Eugene Pinansky, Martin Quigley, Jr., Milton Rachmil, Walter Reade, Jr., Charles Reagan, Sam Rinzler, Herman Robbins, John Rowley, George Schaefer, Abe

(Continued on page 9)

# Mayor's Committee Urges End To Ticket Tax

## Theatre Closings Cited As Harmful To Business; Report Points Out Exhibs Also Must Pay Other Taxes

NEW YORK—It was learned last fortnight that the report of the committee named by Mayor Wagner to investigate the effects of the five per cent ticket tax on the economy of the city's motion picture theatre business strongly recommended elimination of the levy as soon as possible.

The committee stated, "The motion picture industry in New York City is in a precarious economic condition" and cited the fact that "the number of operating theatres declined from a total of 586 in 1946 to 448 as of April 1, 1957."

The report continued, "Aside from the amusement tax, the motion picture exhibitors pay real estate taxes either directly or through rents; and a conservative estimate would fix the revenue derived by the city from this source at \$5,000,000 annually.

"Substantial municipal tax revenue also comes from this industry in the form of sales tax on film rentals and other purchases and gross receipt taxes. Further, theatres pay an annual license fee of \$100 to \$500 depending on seating capacity and theatrical use."

The report further said, "The ramified effects of theatre closings have their impact on other aspects of the business community, and municipal finances suffer from declined realty valuations . . . Another factor to be considered is the general unconvertability of theatre structures to other uses. Very few theatres have been converted to uses which are taxable . . . Another loss of municipal tax revenue results from demolition of theatre buildings."

The committee reported that collections of the five per cent tax from July, 1956, to March 31, 1957 was \$3,618,287, but asserted that "it must be borne in mind that the amusement tax is, in effect a gross sales tax" adding that "it is theoretically possible for tax receipts to hold steady even though every theatre in the city might be operating at a net loss."

The committee was comprised of Francis W. H. Adams, former police commissioner; Thomas J. Miley, executive vice-president, Commerce and Industry Association; and David Dubinsky, head, International Ladies Garment Workers Union.

## Gates Heads VMPTA

OLD POINT COMFORT, VA.—The following officers were named last fortnight by the Virginia Motion Picture Theatre Association, Syd Gates, Norfolk, president; R. G. Flanary, Richlands, vice-president; Morton Thalhimer, Jr., Richmond, vice-president; F. M. Westfall, Martinsville, vice-president; Roy Richardson, Suffolk, secretary; William Dalke, Jr., Woodstock, treasurer; Robert T. Barton, Jr., Richmond, council; and Carlton Duffus, Richmond, executive secretary.

## Arbitration Effort Gains; Conciliation System Okayed

NEW YORK—The conference on industry arbitration and conciliation met at the MPAA office last week and directed the committee on administrative arrangements to prepare a full report on its recommendations on how the desired purpose can be achieved.

Adolph Schimel, representing the distributors; Herman M. Levy, Theatre Owners of America; and Wilbur Snaper, National Allied, comprise the committee.

The way to action on the arbitration issue was cleared when the conferees, the distributors, TOA and Allied, plus ITOA of New York, unanimously adopted the draft of a conciliation system. The conference will reconvene on July 15.

## Moss Buys N. Y. House

NEW YORK—The local 55th Street Playhouse was purchased last fortnight by Charles B. Moss, executive director, Criterion, and a circuit of theatres in Long Island, New Jersey, and Florida.

The house will close for extensive alterations and reopen on July 9 with a first-run foreign film policy.

## Sales Exec Dies At Golf Tourney

NEW YORK—Lou Miller, 65, sales executive for RKO and Allied Artists, died last fortnight of a heart attack suffered at the industry golf tournament of Cinema Lodge, B'nai B'rith.

He lived in Irvington, N. J., and is survived by his wife and two children.

# Marcus Decries Process Confusion; Asks More Equitable Sales Policies

ELKHART LAKE, WIS.—The Allied Independent Theatre Owners of Wisconsin meeting here this week featured addresses by a number of industry leaders including Milton Shapp, head, Jerrold Electronics Corporation; Herbert Barnett, General Precision Equipment Corporation; Julius Gordon, president, Allied States Association; and Larry Boggs, Video Theatres.

Ben Marcus, AITOW head, in his address, urged producers and distributors to help re-establish an "era of prosperity" in the industry through a "more intelligent appraisal of production requirements and a more equitable and realistic method for the sale of their product."

He contended that Hollywood "instead of gearing itself to the threat of television by producing a steady output of solid box office attractions, forgot that the public wanted good pictures first and technical embellishments second."

"As a result," he continued, "we are wallowing around today with many new mediums and creating much confusion in

## COMPO Board Okays Business Building Plan

NEW YORK—A meeting of the board of directors and executive committee of The Council of Motion Picture Organizations at the Sheraton Astor Hotel last week ratified the joint industry 11-point business building program to be launched before Oct. 1.

Included was an institutional advertising campaign and a plan to raise a fund to finance the program by a levy on film rentals, of four-tenths of one per cent of each theatre's film rental of last year, to be paid monthly.

A. Montague, Motion Picture Association of America, Ernest G. Stellings, Theatre Owners of America, and three others were named to a committee to handle the drive for raising funds to finance the business building program.

It was urged that COMPO immediately launch an institutional advertising campaign. COMPO's Allied States Association negotiations committee consisting of Emanuel Frisch, Samuel Pinanski, and Montague, was authorized to reopen talks with National Allied.

COMPO voted a committee composed of Robert J. O'Donnell, Leo Brecher, Max A. Cohen and Montague to negotiate term contracts with special counsel Robert W. Coyne and information director Charles E. McCarthy.

Many top industry officials attended the meeting, at which Montague stated, "The Patient will be cured as we figure that attendance would increase by 10 millions per week once the program is launched and if we go at it right."

the process. For example, one half of the program is in CinemaScope and the other half in a different wide-screen ratio. Unsuccessfully trying to combine CinemaScope trailers with standard trailers results in most theatres running standard trailers for CinemaScope attractions which does nothing to sell the beauty and breadth of CinemaScope. How can we intelligently sell all this confusion to the public?"

As to distribution, Marcus claimed that it "helped in the knockout punch to many theatres by maintaining an unrealistic sales policy. Precedents were swept aside. New high terms were demanded. 'No adjustments' became the new order of the day." This policy, he contended, "worked well for the distributors for a time, but later the distributors began to feel the pinch through the closing of hundreds of theatres and their position became less secure through an additional drop in attendance which was mainly the result of an acute shortage of good product for theatres."

## "New Look" To News As Fox Goes C'Scope

NEW YORK—In a move to bring a "new look" to newsreels and to reestablish their entertainment importance, 20th-Fox is converting its Movietone news to CinemaScope. The decision was made at a top level home office meeting called by president Spyros P. Skouras of executives representing all areas of the company.

In converting the newsreel to CinemaScope, 20th is looking for a completely new format to insure the unique reportorial coverage which will make the newsreel a valuable, informative, and entertainment addition to every motion picture program.

Skouras appointed Movietone production chief Edmund Reek to supervise a planning committee which will oversee the conversion of the newsreel to CinemaScope. Earl Sponable, research director, and Alan E. Freedman, president of De Luxe Laboratories, will head a research committee to further implement the technical presentation of the newsreel.

More than 200 Movietone cameramen throughout the world will be equipped immediately with CinemaScope lenses to effect as rapid a conversion to the anamorphic process as possible.

Movietone will continue distribution of the newsreel at the rate of two issues per week.

### U-I Earnings Drop

NEW YORK—Universal and subsidiary companies report earnings for the 26 weeks ended May 4, 1957, of \$1,727,623 after providing \$1,795,000 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to \$1.74 per share on the 927,254 shares of common stock outstanding.

For the 26 weeks in the previous year, earnings were \$2,047,383 after providing \$1,885,000 for federal taxes on income. After dividends on the preferred stock, this was equivalent to \$2.08 per share.

### NT, Loew's Seek Theatres

NEW YORK—It was learned last fortnight that hearings will be held in New York U. S. District Court on June 27 on recent applications by Loew's and National Theatres to acquire new theatres.

National Theatres seeks an okay to build a 1,000 seat house at Garden Grove, Cal., while Loew's wants approval for a new 1,200 seat theatre just north of Miami Beach, Fla.

## Burlesque-Film House Raided, License Revoked

PHILADELPHIA—Police raided the Carman, local burlesque-film house, last weekend and arrested Ben Zimmerman and David Rubin, co-managers, most of the performers, and 10 juveniles from the audience.

The youthful patrons were turned over to Juvenile Aid Bureau officers for questioning, while the others, including two strip-tease artists, a comedian, a straightman, and a master of ceremonies were charged with holding and participating in staging an obscene show, featuring alleged "suggestive" dances and "risque" jokes.

Later, Magistrate Nathan Beifel held the co-managers and the strippers in \$300 bail each for the grand jury and dismissed the others. The stage show license of the theatre was revoked, with the house reverting to a straight film policy.

## Samuel Milgram Mourned

PHILADELPHIA—Samuel Milgram, 56, vice-president, Milgram Theatres, died at his home here last week after a lengthy illness during which he had retired to Florida.

A veteran of 27 years in the motion picture business, he will be missed. He is survived by his wife, a son, Henry; a daughter, Mrs. Barbara Horowitz, and two grandchildren. Two brothers, Dave and Nate, operate the Milgram Booking Service.

## Republic To Expand

HOLLYWOOD—Herbert J. Yates, head, Republic Pictures, announced last fortnight that \$1,500,000 had been allocated for the building and equipping of six new sound states and 22 new cutting rooms, bringing the studio's totals to 28 sound stages and 72 cutting rooms.

Yates said the outlay was promoted by the realization that the company will have its biggest year from independent feature and television company rentals in 1957.

## Einfeld's Daughter Wed

NEW YORK—Linda Einfeld, daughter of Mr. and Mrs. Charles Einfeld, 20th-Fox vice-president, was married last fortnight to John Butler Hirsch, son of Mrs. Frederick Spiegel, Chicago, and the late Sylvan Hirsch, Philadelphia, at her home here.

## SBA Will Approve Exhib Mortgage Loans

WASHINGTON—Following a conference held last fortnight by Philip F. Harling, chairman, Small Business Administration committee of Theatre Owners of America, and SBA administrator Wendell Barnes, W. N. Engels and Philip McCallum, its counsel, it was announced that the SBA had decided to accept from exhibitors mortgage loan applications up to \$250,000, payable in 10 years in accordance with rules and regulations.

Barnes further informed Harling that "the Administration would appraise the value of the real estate property and, if the liquidating value, in event of default, was sufficient to repay the loan, they would grant an application up to 90 per cent of the appraised value."

Harling was asked why so few applications for loans had been received from exhibitors, and he pointed out that the requirement that an applicant must first have to obtain written notice of a turn-down for a loan sought from a private source was regarded as "unpalatable to all of the exhibitors in the industry." He said that he told Barnes that "if this provision was eliminated the Administration would receive hundreds of applications."

The TOA stated it would continue to "pursue every course to obtain approval of all the recommendations set forth in its memorandum to the Administration and the Senate Banking and Currency Committee."

The SBA was also said to be in the market to make equipment loans at one-half the interest rate frequently paid. While preferring to have standard lending agencies handle loans where possible, the SBA, nonetheless, is in the market for longer term paper on equipment, four-walled motion picture theatre installations included. There have been very few SBA loans in this category, it was said.

Later, however, it was learned that the SBA was enlisting the aid of the Commerce Department in a fight to retain the loan policy board setup which cost the motion picture operators delay in qualifying for loans and which was held responsible for denying a liberalized regulation to permit mortgage loans. Acting Assistant Secretary Carl F. Oechle told the Senators, "Because of the demonstrated value of the present arrangement, and the valuable background available, we urge the present organization be preserved."

## Columbia Appoints Mirkin

NEW YORK—Prize-winning newsman Syd Mirkin has been named Columbia home office publicity coordinator in London, it was announced last week by Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity. Mirkin, currently a feature writer for the New York Daily News, will join Columbia on July 1, replacing Walter Shenson, who resigned to enter independent production.

Winner of the George Polk Award for the best reporting in New York throughout 1954 and a Newspaper Guild Front Page Award of 1957, Mirkin has a newspaper and motion picture publicity background going back 14 years.

## The New York Scene (Continued from page 7)

Schneider, Al Schwalberg, Fred Schwartz, Soi Schwartz, Harold Sharp, Ben Shlyen, Ned Shugrue, Moe Silver, Noble Sissle, George F. Skouras, Ernest Stellings, Sam Switow, Mort Sunshine, Morton G. Thalheimer, Major Leslie Thompson, James Velde, Dick Walsh, Moe Wax, Murray Weiss, and William White.

**THE METROPOLITAN SCENE:** Allied Artists' Etta Segall wants to thank you all for your help in getting her sales drive across. . . . "Tammy And The Bachelor" getting backing via a variety of selling promotions with the women's clubs of America in the forefront, and reaction has been good so far. . . . The first production of the new AB-PT Pictures, a science fiction entry, "Beginning Of The End," opens at the circuit's flagship house, The Paramount, on July 3. It's about grasshoppers. . . . Now they're looking for the gal with the smallest waistline for a contest in conjunction with the opening of "Band Of Angels" in the near future at the Paramount. . . . Bob Lippert was in town.

## Jericho Drive-In Bow Follows Court Fight

ALBANY—Morris and Raphael Klein played up a special admission rate of "one dollar for a carload" at the opening of Jericho Drive-In, south of Albany. The automobiler had been under construction since July, 1956. However, there was a long delay after the Town Board adopted, in August, an ordinance barring drive-ins. This followed a public hearing.

The Klein Brothers instituted a Supreme Court action to restrain officials from interfering with completion of the ozoner, and finally prevailed through an order issued by official referee C. J. Heffernan.

Work on the 500-car drive-in was resumed this spring. A number of Film Rowers attended the premiere, for which invitations were issued. Mearl A. Rose, of Poughkeepsie, well known in area drive-in circles, manages the Jericho.

### Albany

Dominick Carelli, owner, Hudson River Drive-In, Stillwater, N. Y., engaged Brandt Theatres, New York City, to buy and book for him. The automobiler this season has been bidding for first-run product against State, Mechanicville, operated by Jules Perlmutter. . . . Among visitors was Sid Kulich, Bell Film Exchange, New York. . . . Norman Weitman attended the Brandeis University exercises in Waltham, Mass., at which his younger brother, Stephen, received a degree. Study in New York University Dental School will follow. . . . The mother of Al and Andy Antoinette, Palace and Strand projectionists, respectively, died. . . . Minimum wages for ushers, cashiers, cleaners, porters, doormen, and ticket takers in New York state motion picture theatres will be restudied by a board representing labor, management, and the public, which industrial commissioner Isador Lubin planned to name. The last board for such purpose held public hearings in 1950, which was followed April 21, 1951, by a minimum wage order fixing rates for the various classifications at 50 to 75 cents an hour, with differentials based on population.

### Atlanta

Mike Todd's "Around The World In 80 Days" in the Todd-AO process opens at the Roxy on June 26. . . . A 20-year employment award was given to Walter Oakerson, manager, Essex, Hialeah, Fla., at the annual banquet of Wometco Theatre Circuit. . . . Will Brown was transferred from the Phil, St. Petersburg, Fla., to the Florida there. Dick Leonard is new manager, Phil. . . . Sherwin Crossman, owner, Hallendale Drive-In, Hollywood, Fla., said that his drive-in will be used for Sunday services every Sunday. . . . Tom Cox resigned as a booker for Exhibitor Service. . . . Booker Catherine Meadows, National Screen Service, has resigned to become the bride of Marv Momberg, Waterloo, Iowa, on July 6. They will make their home in Birmingham, Ala. . . . UA publicist Irving Shiffrin was in. . . . Bijou Amusement Company, Nashville, Tenn., has closed the Roxy, Macon, Ga. . . . Bill Kelly and Tom Lucy,

## NEWS OF THE TERRITORIES . . .



Seen at the recent benefit performance of "Around The World In 80 Days," Saxon, Boston, with proceeds going to the Archbishop Richard J. Cushing's Charity Fund, were, left to right, Benjamin Sack, theatre owner; D. J. McCarthy, Cushing Fund; Rt. Rev. Richard J. Cushing, Archbishop of the Boston Diocese; Samuel Richmond, managing director of the theatre; and Stanley Blinstrub, a committee member.

Exhibitors Service, have taken over the buying and booking for the Neely Circuit in Alabama. . . . J. R. Carriger has reopened the Fox, Kingston, Tenn. . . .

### Boston

Actual construction will start the last week in June on the new drive-in in Foxboro, Mass., which Ernest Warren is building. The 1,000-car ozoner will be erected on a 22-acre site about two miles from the Bay State Raceway, which is owned by E. M. Loew. Warren has not made definite commitments on the projection and sound engineers, nor the suppliers for the concession building. . . . On Saturday, June 15, which happened to be the hottest day of the year, 300 school teachers attended a private showing at the Beacon Hill of Otto Preminger's "St. Joan." The teachers were principals of high schools and heads of the English department of Boston and suburban high schools. Joe Mansfield, UA publicist, and Alex Francis-Smith, manager, Beacon Hill, were in charge of the invitational affair. . . . Lester Hughes, owner, Nordica, Freeport, Maine, is devoting a major part of his time to his real estate business and has opened an office in Brunswick, Maine. His Nordica is on a weekend policy. . . . Al Randall, owner, Bethel, Bethel, Vt., has closed the theatre and transferred his operations to his Randall Drive-In, Bethel. . . . Peter Retazzi is the manager of the Clinton Drive-In, Clinton, Mass., supervised by Ernest Warren. . . . Stanley Kramer, producer and director, UA's "Pride And The Passion," was in town for a luncheon at the Ritz Carlton Hotel for press interviews. He made two radio appearances, no TV. Joe Mansfield, UA publicist, was in charge of arrangements. . . . One of the biggest theatre promotions in Fall River, Mass., has been introduced by Yamins Enterprises involving five drive-ins, all on Route 6. These are the Bay State, the Westport, the Somerset Family, the Dartmouth, and the Fairhaven. The promotion is in the form of a contest called "Good Neighbor Award" with prizes totaling \$20,000. The top prize is a 1957 Plymouth car and 400 other prizes. Announcements of the contest have appeared in the local papers and three radio stations are giving the stunt spot announcement coverage. . . . Leslie Bendslev, daughter of the Leslie Bend-

(Continued on page 15)

## Alabama-Georgia Meet Termed Biggest Yet

ATLANTA—The joint annual convention of the Alabama Theatres Association and the Motion Picture Theatre Owners and Operators of Georgia was to be held at the Drinker-Plaza Hotel on June 23-25.

J. H. Thompson, Hawkinsville, Ga., president of the Georgia group, said a record attendance was indicated and that announced plans should make it the biggest and most rewarding convention in the association's history.

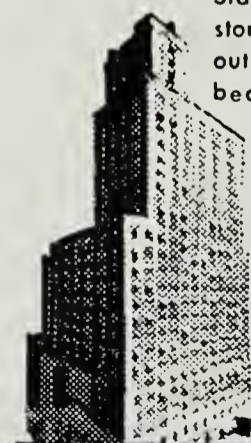
Scheduled to speak were Milton J. Shapp, president, Jerrold Electronics Corporation, an authority in the field of cable telemovies; Al Sindlinger, head, Sindlinger and Company, business analysts, Ridley Park, Pa.; E. G. Stellings, president, TOA; and Governor Marvin Griffin.

Over 30 movie editors from newspapers over the state were to be guests of the convention as part of the association's annual movie writing contest. Two of the writers, one from a weekly and one from a daily, will award an all-expense paid trip to Hollywood.

A feature of the convention was to be a pioneer's breakfast.

Conventioneers will also attend a showing of "Around The World In 80 Days" in Todd-AO process, at the Roxy.

## COMING TO NEW YORK?



Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$6 doily. Two room suites from \$10.50

**SPECIAL MONTHLY RATES!**

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*Hotel* **BEACON**

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Oscar Wintrab, Managing Director



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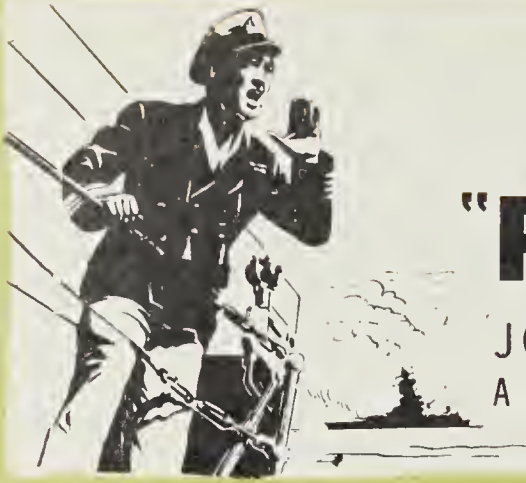
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From the front pages of the world . . . inspiring naval action steeped with diplomatic bluff. The terrier-like tactics of three little ships that spelled the death of a dark raider . . . and a rendezvous with destiny!

# "PURSUIT OF THE GRAF SPEE"

JOHN GREGSON • ANTHONY QUAYLE • PETER FINCH  
A Colorful Masterpiece from the Team That Made "The Red Shoes" • VistaVision  
Color by Technicolor



JOHN GREGSON • KATHLEEN RYAN  
and Jacqueline Ryan as  
**JACQUELINE**  
Noel Purcell • Cyril Cusack  
Tony Wright • Maureen Swanson  
Screenplay by Patrick Kirwan & Liam O'Flaherty

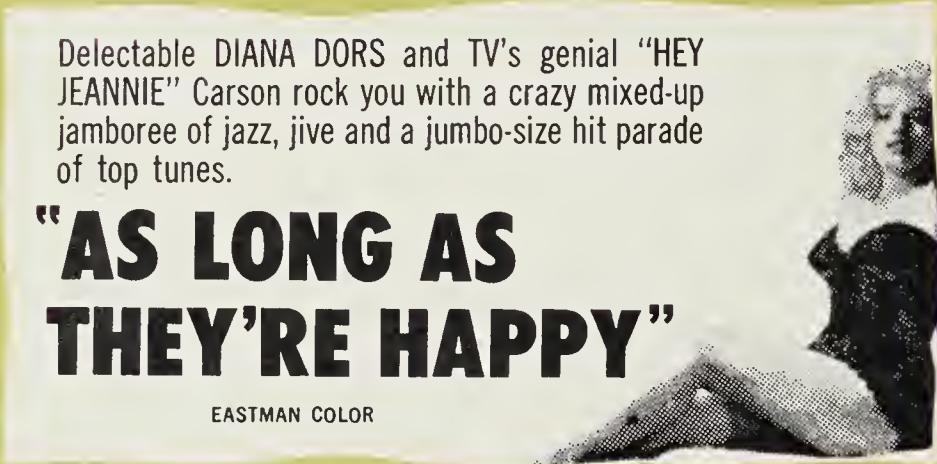


The true inside story of Scotland Yard's crime-busters...and the courageous women who live in constant fear every moment their men are on a case.

## "THE THIRD KEY"

with JACK HAWKINS

A Michael Balcon Production  
GEORGE BELINDA DELPHI ADRISIANE  
BAKER • LEE • LAWRENCE • CORRI • DIANA  
**"THE GENTLE TOUCH"** WYNWARD in  
Color by Technicolor  
Based on the Novel "A Lamp is Heavy" by Sheila Mackay Russell  
Directed by Pat Jackson • Associate Producer Jack Rix

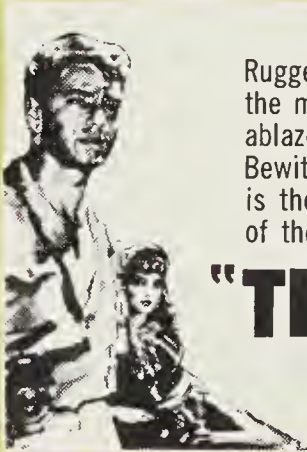


Delectable DIANA DORS and TV's genial "HEY JEANNIE" Carson rock you with a crazy mixed-up jamboree of jazz, jive and a jumbo-size hit parade of top tunes.

## "AS LONG AS THEY'RE HAPPY"

EASTMAN COLOR

MANDY  
VIRGINIA MCKENNA • PETER FINCH in  
**A TOWN LIKE ALICE**  
Screenplay by W. P. Lipscomb & Richard Mason  
Produced by Joseph Janni • Directed by Jack Lee



Rugged ANTHONY STEEL hides a savage secret in the mysterious burning sands of North Africa . . . ablaze with vivid splendor, torrid heat and violence. Bewitching new Italian beauty, ANNA MARIA SANDRI is the lovely Arab girl who flaunts the rigid code of the desert in

## "THE BLACK TENT"

Color by Technicolor VistaVision

A Michael Powell & Emeric Pressburger Production  
JOHN ANTHONY PETER  
GREGSON • QUAYLE • FINCH as Captain Langsdorff in  
**"PURSUIT OF THE GRAF SPEE"**  
Color by Technicolor • VistaVision  
Bernard Lee • Ian Hunter  
Written, Produced and Directed by

A human story that will lift up your heart . . . put wings on your feet . . . fill your eyes with tears . . . and then crack your funnybone! Sparked by the loyalty and wisdom of a wonderful wayward child . . . called

## "JACQUELINE"

with JOHN GREGSON and KATHLEEN RYAN



10,000,000 Americans have thrilled to this story in Reader's Digest!

## starring KENNETH MORE

(Audiences loved him in "Genevieve" and "Doctor In The House")

He laughed at life's tribulations . . . yet with a raw courage he led his gay, reckless pilot to winning battles in the sky . . . and women's hearts on the ground

## REACH FOR

ANTHONY STEEL and JAMES ROBERTSON JUSTICE in the fascinating behind-the-scenes stories of a great airport . . . its romance, comedy, drama and spine-tingling suspense.

## "OUT OF THE CLOUDS"

Another winner from the man who delighted you with "The Lady-Killers," "The Cruel Sea" and "The Lavender Hill Mob." • Eastman Color



DIANA DORS had the figure. JOHN GREGSON had the figures . . . in long green (her favorite color). She had everything it takes . . . to take everything he had! Titillating tunes, hilarious high-jinks, gold-standard gals.

VistaVision.  
Color by Technicolor



## "VALUE FOR MONEY"

JOHN GREGSON of "Genevieve" fame is taken for another ride, this time . . . by blond-bombshell DIANA DORS

DONALD DIANA JEANNIE JAMES ROBERTSON  
SINDEN • DORS • CARSON • JUSTICE in  
**"AN ALLIGATOR NAMED DAISY"**

Color by Technicolor • VistaVision  
Also starring Stanley Holloway • Roland Culver  
Screenplay by Jack Davies • Produced by Raymond Stross  
Directed by J. Lee-Thompson

JACK JANETTE JEANNIE BRENDA  
BUCHANAN • SCOTT • CARSON • DE BANZIE in  
**"AS LONG AS THEY'RE HAPPY"**

in Eastman Color • Also starring  
SUSAN STEPHEN • JERRY WAYNE Guest Star DIANA DORS  
Screenplay by Alan Melville • Based on the Play by Vernon Sylvaine  
Directed by J. Lee-Thompson • Produced by Raymond Stross

ANTHONY DONALD ANNA MARIA  
STEEL • SINDEN • SANDRI  
**"THE BLACK TENT"**

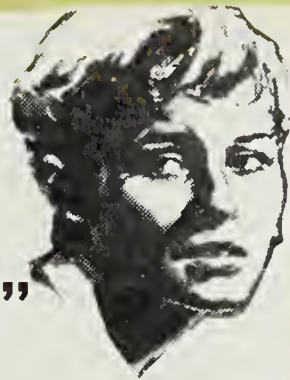
Color by Technicolor • VistaVision  
with Andre Morell  
Screenplay by Robin Maugham & Bryan Forbes  
Produced by William MacQuitty  
Directed by Brian Desmond Hurst



A handful of women and children relentlessly driven by the Japanese through the jungle of Malaya. Nevil Shute's world best-selling novel. Unforgettable, sun-searing journey, that separated the dream of love with a nightmare of terror.

# "A TOWN LIKE ALICE"

starring VIRGINIA MCKENNA and PETER FINCH



MICHAEL  
JON DIRK BOGARDE • WHITELEY • HORDERN in  
"THE SPANISH GARDENER"

Color by Technicolor • VistaVision  
From the Novel by A. J. Cronin

Produced by John Bryan • Directed by Philip Leacock



# REACH FOR THE SKY

\*From the best selling novel.

Tough, taut, action-packed thriller as timely as today's newspaper... exposing the international underworld.

# "TRIPLE DECEPTION"

Handsome, new screen idol Michael Craig mixes his gun-shot rough-housing with romancing of a lovely American charmer. VistaVision Color by Technicolor



KENNETH MORE starring in  
"REACH FOR THE SKY"

From the book by Paul Brickhill • The Story of Douglas Bader

Also starring MURIEL PAVLOW • Lyndon Brook  
Lee Patterson • Alexander Knox

Screenplay by Lewis Gilbert • Produced by Daniel M. Angel  
Directed by Lewis Gilbert

DIANA DORS... the delectable morsel of torso... and TV's peach of a gal, "HEY JEANNIE" CARSON... get all wrapped up with the preposterous perfect pet.

# "AN ALLIGATOR NAMED DAISY"

...with JAMES ROBERTSON JUSTICE of "Doctor In The House" and the favorite of "My Fair Lady", STANLEY HOLLOWAY.

VistaVision. Color by Technicolor



A Michael Balcon Production

JACK HAWKINS in

"THE THIRD KEY"

Directed by Charles Frenn • Associate Producer Tom Morahan

Screenplay by Janet Green & Robert Barr

Made at Ealing Studios

HAVE YOU HEARD ABOUT THE NEW DOCTOR IN THE HOUSE?

Here's the lusty, love-happy answer thru the lively eyes of nurses... They know their minds... but not their hearts!

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A super-charged story 'mid the colorful scenic wonders of sunny Italy. A violent sequence of events... casting its threatening shadows... highlighted by the world's most thrilling international road race.

# "CHECKPOINT"

ANTHONY STEEL at the wheel... and after the girls!

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From the best-selling novel by A. J. Cronin. Against a violent background of a sensitive gardener's friendship with the son of a lonely, jealous-hearted Consul emerges a colorful, haunting classic... brilliantly portrayed.

# "THE SPANISH GARDENER"

starring DIRK BOGARDE Color by Technicolor  
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## NOW IN PRODUCTION AT PINEWOOD STUDIOS

ROD STEIGER'S greatest starring role as the crooked financier who gambles with International intrigue.

# ACROSS THE BRIDGE

by Graham Greene

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The tough, action crammed story of truck drivers who ride with death... for high stakes.  
Starring STANLEY BAKER, PEGGY CUMMINS and HERBERT LOM

DEREK  
JOHN DIANA SUSAN  
GREGSON • DORS • STEPHEN • FARR in

"VALUE FOR MONEY"

Color by Technicolor • VistaVision

Screenplay by R. F. Delderfield & William Fairchild

Directed by Ken Annakin • Produced by Sergei Nolbandov

ODILE STANLEY JAMES ROBERTSON  
VERSOSIS • BAKER • JUSTICE in  
"CHECKPOINT"  
in Eastman Color

Maurice Denham • Michael Medwin  
Lee Patterson • Paul Muller

Original Screenplay by Robin Estridge  
Produced by Betty E. Box • Directed by Ralph Thomas

A Julian Wintle Production  
MICHAEL JULIA BRENDA BARBARA  
CRAIG • ARNALL • DE BANZIE • BATES in  
"TRIPLE DECEPTION"

Color by Technicolor • VistaVision

David Kossoff • Gerard Oury • Geoffrey Keen

Screenplay by Robert Buckner & Bryan Forbes  
Produced by Vivian A. Cox • Directed by Guy Green

A Michael Balcon Production  
ANTHONY ROBERT DAVID MARGO  
STEEL • BEATTY • KNIGHT • LORENZ in  
"OUT OF THE CLOUDS"

Eastman Color  
James Robertson Justice • Eunice Gayson • Gordon Harker

Produced & Directed by Michael Relph & Basil Dearden  
Associate Producer Eric Williams  
Screenplay by John Eldridge & Michael Relph  
Made at Ealing Studios

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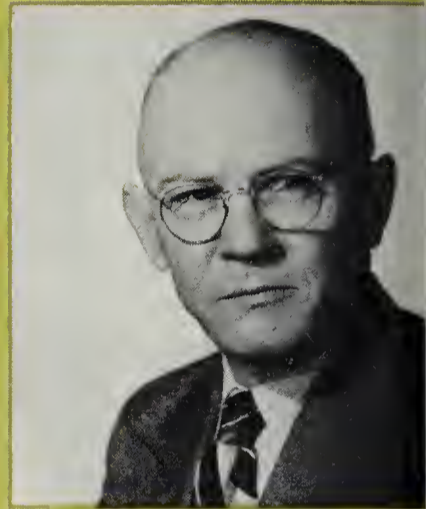
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Regional Manager - Detroit



**RAY JONES**  
Regional Manager - Dallas



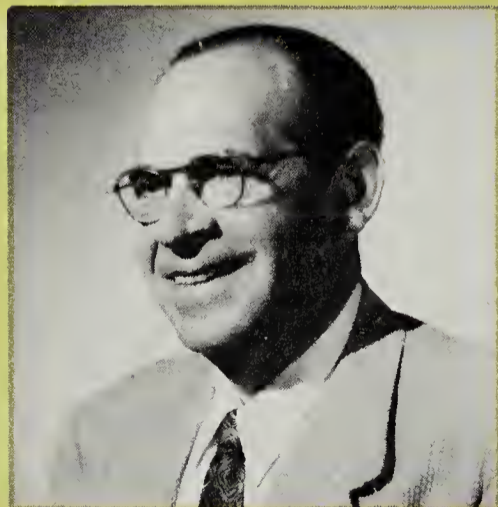
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Further appointments  
to be announced.





## Store Closings Mark Changing Economy

BOSTON—The announcement of the closings of two Boston downtown retail stores, R. H. White Co., the city's second largest department store, and E. T. Slattery Co., a specialty store, both in existence for over 100 years, cannot fail to have a discouraging effect on downtown theatre business, it is believed by theatre owners in the area. The two announcements came over the weekend, with the heads of both stores regretting the decisions, but stating that they were moving their headquarters to suburban shopping areas. The high city tax rate is one of the reasons given for the move, while another is the tendency for the public's preference to shop in areas where there is plenty of parking.

Samuel Pinanski, president, American Theatres Corporation, has been a pioneer in urging distributors to revise their merchandising methods into a modern system of multiple day-and-date bookings for downtown theatres with qualified theatres in the outlying districts. As a start in this direction, Buena Vista Film Distributing Company has made an experimental booking deal with ATC's downtown Mayflower Theatres and 17 suburban theatres, opening June 26 with "Johnny Tremain."

In his office, Pinanski said, "All Boston businessmen deeply regret the closings of the two retail stores and the owners' decisions to pull up stakes to move to the suburbs. Yet this step proves the inadequate and archaic methods of merchandising now in effect which must give way to modern successful methods of serving the public where, when, and how they wish to be served. This unhappy result of an economic angle does not only apply to retail stores but to any industry serving a public educated to 'push-button service,' and one which rebels against having impediments placed in its way in order to get what they pay for. No wonder, then, that we find ourselves in a new economic era with the problems of speedways, shopping center developments, and urban living in a grand and permanent scale for its millions."

### Boston

(Continued from page 10)

slevs, Community Playhouse, Wellesley, was married to Guy Spencer of Oklahoma City. . . . Alec Davis, owner, Mansfield, Mansfield, Mass., has closed the house for a month, reopening July 14. . . . The New England area council of YMCA is sponsoring a contest to discover "Mr. Tarzan Of Greater Boston" on the stage of Loew's State in connection with MGM's "Tarzan And The Lost Safari."

**NEW HAMPSHIRE NEWS**—School safety patrol leaders numbering almost 1,000 were guests at the State, Manchester, for a Saturday morning show. . . . Alton Drive-In offered favors for kids and free popcorn as it reopened for the season. . . . State, Nashua, held a Pay Day with every child attending the matinee receiving an envelope containing money from one cent to a dollar. . . . Clergymen were given a preview of "Day Of Triumph" at

### DCA Appoints Bach For Albany, Buffalo

**BUFFALO**—Distributors Corporation of America announces the appointment of Rudolf Bach as DCA sales representative for the Albany-Buffalo area. This area was formerly serviced by George Waldman Pictures. The DCA office will be located in Buffalo. The DCA New York Office will handle bookings, billing, and collections.

the Strand, Berlin, with T. J. Donaldson of Boston back in his home town to promote the showing. . . . Mr. and Mrs. Arthur K. Dame, formerly of Rockland, Maine, are operating the Scenic, Pittsfield, with Arnold Riel of Barnstead as projectionist.

### Buffalo

Elmer F. Lux, who began his business career as a \$9-a-week usher in the Colonial, is reported to be ready to jump into the Buffalo mayoralty race this fall. The question at the moment is whether Lux will run for Democratic nomination in the Sept. 10 primary, whether he will be an independent candidate in the Nov. 5 general election, or whether he will be a candidate at all this year. . . . The Buffalo-Niagara Presbytery, meeting in Youngstown the other day, condemned "all gambling" as the first step in a campaign to defeat a proposed New York state amendment that would legalize bingo. . . . William P. Murphy, who has been city salesman at the Buffalo MGM exchange, has returned to New York, his home town, where he is expected to continue his salesman activities. . . . Blatt Brothers opened their new Star Drive-In, Blasdell, N. Y. This out-doorer features a giant-a-ramic screen, 1000 speakers, Kiddie Korral, Moon-Glo lighting, and Hi-Fi stereo sound. The Star also features a restaurant, a cafeteria, and a dance pation, with Art Young and his orchestra. Lucky Pierre, WEBR radio personality, broadcast his program from the dance patio opening week. Tom Bello is managing the Star. . . . The 10 Super drive-ins, booked by Co-Operative Theatres of Buffalo, Myron Gross, local manager, featured a display of fireworks on Flag Day, and an American flag was presented to the first 500 children in each of the out-doorers. In on the goodwill stunt were the Aero, Broadway, Buffalo, Delaware, Lakeshore, Niagara, Park, Star, Sheridan, and Wehrle. The stunt was well advertised in advance in the local sheets.

### Chicago

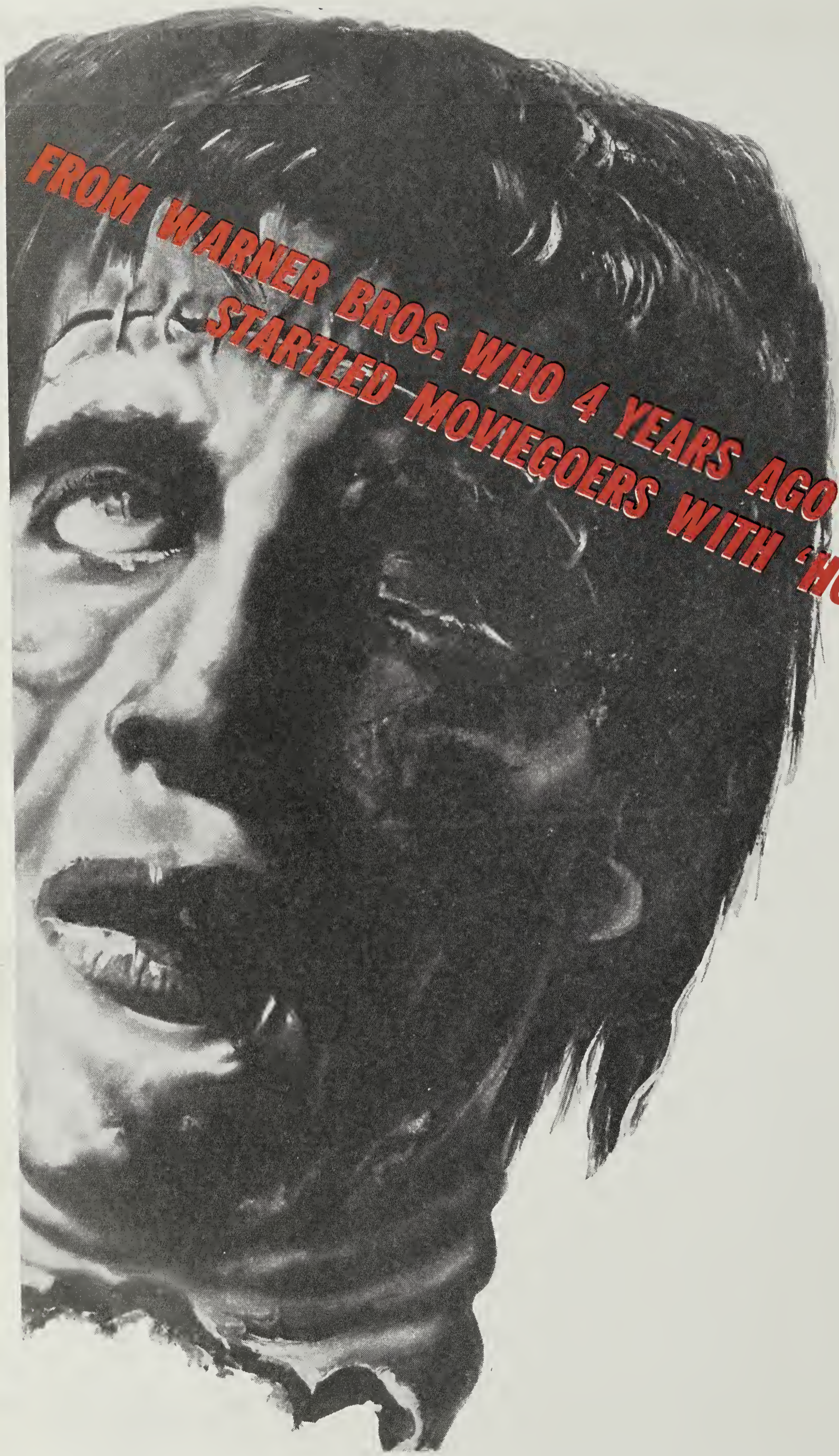
Variety Club will hold its annual golf outing, followed by dinner and the award of prizes, at Elmhurst Country Club, Aug. 23. . . . Chief Barker of Variety Club, Lou Reinheim, former bowling arena owner, is rounding up alley proprietors for membership in the club. Recent additions are Albert Deutsch, Seymour Golub, and Jerry Morris. . . . The Women's Variety Club gave a Father's Day party in the Congress hotel. Hawaii was the source of inspiration for the gathering and the dads came in colorful attire. . . . The Virginia, Chatsworth, Ill., was preparing for reopening. . . . Balaban and Katz renewed its lease on the Howard, a large pioneer house on the

northside, from George Phillips. . . . Abe Teitel, head of Tietel Films and World Playhouse, is back from a vacation on the west coast where he visited his son, Dr. Bernard Tietel. . . . William F. Brooker, Columbia publicist, was transferred here from Atlanta. . . . Margaret Hoollelder, secretary to Edwin Silverman, president of Essaness, returned to her desk after a prolonged illness. . . . Lou Breese, former B and K musical director, celebrated his 25th wedding anniversary. . . . Stella Gallo, Alliance Amusement Company booking office, underwent surgery. . . . Paul Love, Cozy exhibitor, Dugger, Ind., is better after an appendectomy. . . . Mike Ford, MGM city salesman, took a hospital checkup. . . . Gus Anders, Gardner Theatre Supply, moved to larger quarters in his own building, 2828 N. Clark Street. . . . John Doerr, vice-president, Alliance Amusement Company, is back from a southern vacation. . . . Adelbert J. Damon, 69, manager, Lincoln-Dixie, Chicago Heights, Ill., for 27 years, died. Survivors are a daughter, brother, and three grandchildren.

### Cincinnati

Louis Wiethe, owner, Valley, issued a \$10,000 check to the Greater Cincinnati Hospital Drive, representing a portion of receipts for the opening night benefit screening of the Todd-AO "Around The World In 80 Days." The house was scaled at \$5 to \$25 for the opening, first for the film in Ohio, and the hospital fund will be enriched further following a receipts audit. . . . James Frew, district manager, and Frank Schrieber, branch manager, U-I, were hosts at a press luncheon for William Thomas, U-I dress designer, in to publicize "Tammy And The Bachelor" at the Keith. Duke Hickey, U-I publicist, also was in to work on "Tammy" and "Joe Butterfly," and Sophie Siebert was in to promote AA's "Love In The Afternoon," booked into key area houses for late July screenings. . . . Richard Rosenfeld, president, Standard Concessions, Inc., has opened the third season of the Cincinnati Summer Theatre with a different Broadway star heading each week's cast. Plays are staged in a tent in a suburban location. . . . National Theatre Supply has installed CinemaScope equipment in the Tabb, Mount Sterling, Ky., Nelson Ward, owner, and new projectors in Rosa Drive-In, Middlesburg, Ky., Harry Kunz, owner. . . . Chakeres Circuit, Springfield, O., has booked "Dracula Horror Shows" into 10 circuit houses. . . . Robert McNabb, branch manager, and Bennett Goldstein, sales manager, 20th-Fox, and Murray Baker, DCA branch manager, attended the funeral in Cleveland of Harold Raives, Schine Circuit. . . . Sympathy was extended to Ross Williams, UA sales manager, on the death of his father. . . . Selma Blackschleger, Realart, was in New York on business, and Marie Donelson, Screen Classics, attended a family wedding in Nashville, Tenn.

**COLUMBUS, O., NEWS**—Theatre men here are hopeful that the Columbus Transit Company will act soon on a recommendation by a Philadelphia transportation engineering firm to establish 10 express bus routes and to extend bus service into 10 outlying areas. The firm, Simpson and Curtin, also recommended eventual establishment of fringe parking

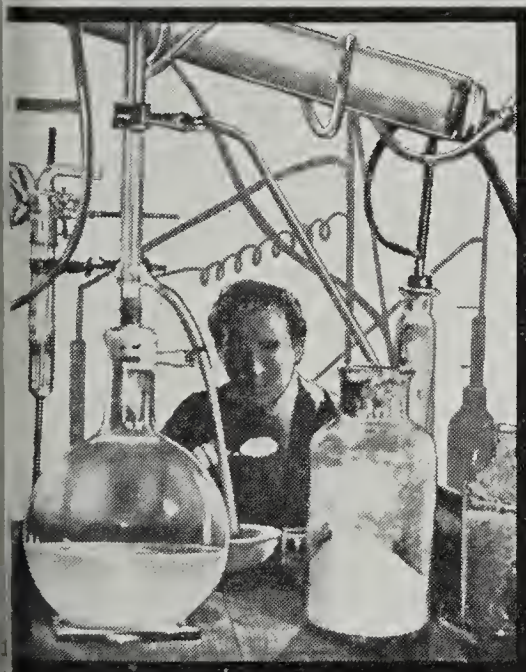


**FROM WARNER BROS. WHO 4 YEARS AGO  
STARTLED MOVIEGOERS WITH 'HOUSE OF WAX'**

This is one  
of the a  
in Warner Br  
campaign  
Pressbook  
on the w



# THE CURSE OF FRANKENSTEIN WILL HAUNT YOU FOREVER!



## A NEW CONCEPT IN "HORROR" PICTURES

*From Warner Bros. who 4 years ago startled moviegoers with 'House of Wax'*

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## Iowa-Nebraska Allied Blasts "Sadistic" Films

DES MOINES—The Iowa-Nebraska Allied in its bulletin to members came out against sadistic and depressing films, pointing out that teen-agers are tired of being portrayed as potential killers and gangsters of tomorrow.

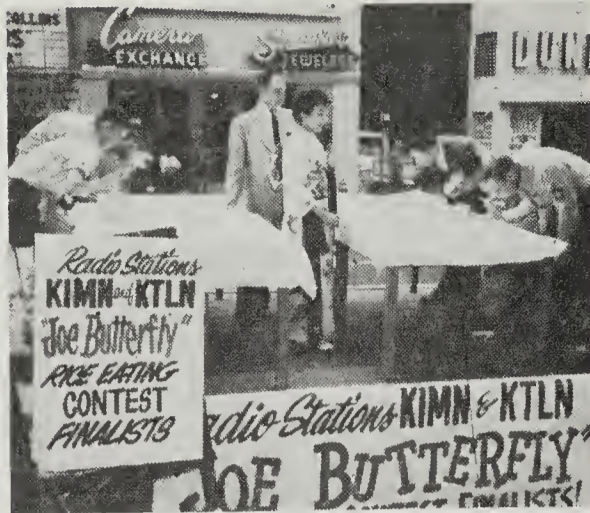
The bulletin said the movies are losing the teen-age business because of being portrayed as "potential killers, maniacs, and gangsters of tomorrow."

The bulletin continued that "the public is looking for the wholesome type of entertainment which will give them a laugh and a tear and has a little heart in it. The brutal, cruel, and morbid type of picture is dead, and the sooner the producers-distributors realize this and get back into making pictures with real entertainment, the sooner boxoffice receipts will start to climb."

areas accommodating 18,000 cars with shuttle bus service to the downtown area. . . . Norman Nadel, theatre editor, Citizen, said theatremen are overlooking a bet by not opening theatres in suburban shopping centers. Lane, operated by the Academy Circuit, is the only local theatre in a shopping center. . . . Common Pleas Judge Charles Holtsberry of Licking County denied an injunction sought by Thomas M. Johnson against David and Jane Carruthers, operators, Sterling, Pata-skala, O., to close the theatre. Johnson sought to enforce a clause in the lease which he once had with the Carruthers in which they agreed not to operate a theatre anywhere in the village for three years after the lease terminated in 1954. . . . Roscoe Brown, Chillicothe, O., father of 14 children, and Edward Smathers, Columbus, father of 13, were winners in the Father's Day contest sponsored by the Columbus Dispatch in cooperation with manager Edward McGlone, RKO Palace. The winners and their families were guests of the Palace on Father's Day.

### Cleveland

Arthur Goldsmith, DCA district sales manager in charge of the Cleveland and Pittsburgh exchange areas, announces that on July 1 he is opening his own offices in 220 Film Building, to handle the distribution of some 36 DCA pictures during the coming season. Associated with him will be Otto Braeunig, thus bringing together again two veteran film men who have worked together for more than 30 years as members of the RKO organization. Goldsmith was a member of the sales personnel here in Cleveland for 31 years, and Braeunig was auditor and office manager for 33 years. Jack Zide, Detroit, who had the DCA franchise in Cleveland, has negotiated a settlement with the company. . . . The Salesmen's Club of Cleveland is furnishing monthly ice cream treats to three underprivileged children's organizations—The Fresh Air Camp, The Crippled Children's Home, and The Day Nursery. Club membership includes all local district managers, branch managers, and film salesmen. Each year it provides treats for a different group of underprivileged children. Irving Marcus, National Screen Service, is the club president. . . . The Astor, a suburban neighbor-



The Paramount, Denver, recently developed a rice eating contest as street bally for U-I's "Joe Butterfly."

hood house, has discontinued Saturday matinees because of lack of attendance. The children who used to flock to the theatre to see the special children's programs, now have other interests, and the programs formerly seen on the screen are now available on TV. . . . Joe Robins, president, Robins Amusement Company, with theatres in Warren and Niles, is convalescing from surgery at the University Hospital in Cleveland. . . . Allied Artists will be host to French actress Denise Dorin for six days starting June 14 when she arrives in town to start a multiple appearance campaign on radio and television to promote "Love In The Afternoon" which makes its local bow July 10 at the Allen.

### Dallas

Cecil B. DeMille, the Hollywood film producer, will be awarded an honorary Doctor of Laws degree at Baylor University in Waco, Tex., on Oct. 11. The only other recipient of such an award from the Baptist educational institution is President Dwight D. Eisenhower, who flew from Washington to accept the honorary degree in 1955. . . . The Dallas Women of the Motion Picture Industry chapter celebrated its fifth birthday here at a luncheon in the White Plaza Hotel by honoring the presidents who have been instrumental in furthering the activities of the club. Grace Folsom is current president, while Mrs. Mable Guinan is president elect. Mrs. Billie Webb, first vice-president and program chairman, presided and introduced the special guests. . . . The Gulf Coast Amusement Company of New Orleans has leased the downtown Strand and has reopened it. Dick Estes has been named manager by H. A. Greenlin, owner of Gulf Coast. The Strand will run a triple bill daily with three changes each week. Spanish language films will be shown each Thursday. The 1,000 seat Strand is one of the oldest local theatres. It originally opened as the Hippodrome, later was changed to the Joy, and then Wade. . . . Ed Williamson has been appointed Warners southwest district manager with offices here, and Grover Livingston has become southeast district manager with headquarters in Atlanta. . . . Jerry Lewis is expected to arrive here in conjunction with the opening of his latest film, "The Delicate Delinquent," at the Palace sometime this month. . . . Tom Luce is new salesman for Exhibitor Pictures. Charles Clark, formerly a booker, has resigned to enter private industry. . . . The lease expired on the old

Dallas Little Theatre Building and J. J. Rodriguez, who has used the auditorium to operate the Teatro Panamericano since the summer of 1943, will be forced to close. It leaves the city without a straight Mexican film policy house.

### Denver

The annual picnic and golf tournament of Variety Tent 37 will be held at the Lakewood Country Club Aug. 16. The cost of \$6 per person covers everything excepting green fees. A full house is looked for at the dinner and dance that will close the day. There will be many prizes. The tent is planning a top talent show at the auditorium arena sometime in October, and Ted Halmi is presently in New York to arrange for talent. The proceeds will go to the University of Denver-Variety Child Speech Clinics. . . . Marvin Bell, recently in the theatre business in Texas, is building a 350-car drive-in at Springfield, Colo., and hopes to have it open soon. He has named it the Sunset. . . . Louis Melloff has sold the La Plaza, Antonito, Colo., to Steve Cescolini. . . . Archie Goldstein, who operates the Uptown, has bought the Roxy from Harold Cunyas. . . . Frank H. Ricketson, Jr., general manager, National Theatres, and Mrs. Ricketson will headquarter in Denver for the summer. They formerly lived here before moving to Los Angeles.

### Des Moines

Dick Day, former contract clerk at Paramount, has been named booker. Jerry Welder, assistant shipper, has taken over Day's duties as contract clerk. Dick Day also is a newlywed, having just returned from a honeymoon trip. . . . Plans are underway to make the American premiere of "Saint Joan" at the Orpheum, Marshalltown, Iowa, an outstanding event. The reason for the premiere at the Iowa house is that Jean Seberg, who plays the title role, is from Marshalltown. Souvenir gold tickets will be used for the event, and Jean will do a recorded interview.

### Houston

Eddie Miller, business manager of the local projectionist union, narrowly escaped death in a recent automobile accident. Though badly injured, he is on the road to recovery. . . . Homer McCallon, manager, Loew's State, gave his wife an electric organ as a gift. . . . A special preview was held at the River Oaks of Walt Disney's "Johnny Tremain." . . . Mr. and Mrs. Alvin Guggenheim, Yale and Broadway, are awaiting the arrival of the stork most any day now. . . . The last meeting of the Houston Independent Theatre Association, held in the Variety Club rooms at the Montague Hotel, was a farewell to that spot for Variety mem-

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bers. Jack Groves, Post Oak Drive-In, was host for the occasion. The next meeting was held at the Trail Drive-In snack bar with Jack Farr as host. Members and guests took off for fishing, boating at the Frank Wilke camp at Bastrop Bayou.

## Jacksonville

A capacity crowd attended the Capitol when manager Joe Charles staged a well-publicized jalopy giveaway on a recent Friday night. . . . Most drive-in theatres of the area now offer three and four feature pictures to attract teen-age patronage on Saturday nights. . . . Bill Korenbrot packed the Imperial with a humorous contest for Elvis Presley imitators. . . . B. B. Garner of Lakeland, president of the Motion Picture Exhibitors of Florida, has scheduled a special meeting of the MPEOF membership and board of directors at the local Roosevelt Hotel on July 1 to hear a report on MPEOF accomplishments at the biennial session of the Florida Legislature which ended on June 8. The report will be given by LaMar Sarra, MPEOF legislative chairman, who represented the state's exhibitors at the session in Tallahassee. Garner stated that Sarra "has rendered an outstanding service to our organization." . . . Thomas P. Tidwell, 20th-Fox branch manager, and Mrs. Tidwell were visiting in New York for several days. . . . Jimmy Bello was here from the Atlanta office of the Capitol Releasing Corporation to visit R. Cam Price, the firm's local manager. . . . Harry Vincent, recently retired Sarasota exhibitor, was here to visit old friends in the industry.

The radio and TV playup of a series of small tornadoes which struck the city's environs the night of June 8 all but shuttered theatres as people were afraid to leave their homes. . . . JTC's Beach, Jacksonville Beach, has been completely renovated, and new seats have been installed. . . . Attending conferences at the FST home office were Harry Botwick of Miami, the firm's south Florida supervisor; his associate, Al Weiss; and Bob Harris of Tampa, west coast supervisor.

**MIAMI, FLA., NEWS**—Lillian C. Claughton, owner of circuit bearing her name, was elected second vice-president, Dade County Unit of the American Cancer Society. She is the first woman to hold such high office in the local chapter. . . . Alex Moffatt, assistant, Circle, Miami Springs, Fla., is acting manager, Trail, while manager Wayne Rogers is on vacation. . . . John B. Staley was named manager, Caracas, Venezuela, branch of Film Art Corporation. A Yale University graduate, Staley has been active in the legitimate theatre in New York and Miami. . . .

Watch for them!

**NEXT!**

**Milwaukee Territory**

Issue of July 3

**Dallas Territory**

Issue of July 10

Save them!

J. Van Heard has been appointed sales manager for Reela Films, Inc., Miami motion picture and photographic firm. Author of several books and articles and a former radio commentator, he was manager of a photo offset printing plant before joining the Wometco subsidiary. . . . Land crabs took over during the intermission at the Coral, Coral Gables, Fla. Ushers raced along the seats scooping up the 15 hard-shelled intruders with dustpans. No one was quite sure how they got into the theatre but there was a report the prank was inspired by the movie "Crab Monster" which played there two weeks earlier. . . . Jack Caplan, manager, Variety, Miami Beach, utilized a 60-foot long mirror by attaching 30 one-sheets of coming attractions side by side the complete length of the mirror. During the showing of "The Buster Keaton Story" Caplan used an old-fashioned player piano in the lobby to attract attention to the showing.

## Kansas City

While Dorothea Warneke is recuperating from a broken hip in Kansas Medical Center Hospital, Sylvia Bogmol, formerly with Columbia, is helping Tommy Thomp-

son, manager, Buena Vista. . . . Sympathy is extended to MGM in the death of booker Jone Tonge. . . . Sam Hart, Allied home office publicity department, and Josette Benzel of Paris, France, have been making radio and TV and personal appearances in the promotion of "Love In The Afternoon." . . . Hazel LeNoie, National Theatre Supply, is the new president of WOMPI in Kansas City. The Group recently held a bake sale and collected \$175 besides food and clothing for tornado relief. . . . When 39 theatres gave free shows last week for Red Cross tornado relief, many five and 10 dollar bills were among the proceeds which totalled \$5,500, including \$300 given by the Motion Picture Association.

## Memphis

R. B. Gooch, Ed Sapinsley, and J. A. West are the new directors of the Tennessee Theatre Owners Association. Robert Hosse, Nashville, succeeded Morton Tune, Shelbyville, as president. Others from west Tennessee to become directors are M. E. Rice, Brownsville, and W. F. Ruffin, Covington. . . . The week before the showing of "Face In The Crowd" at the Warner, The Memphis Press Scimi-

## Film Exchange and Dealer Listing for the SALT LAKE CITY FILM TERRITORY

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### Film Distributors

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Br. Mgr.: Don V. Tibbs. Office Mgr.: Harriet Rich Vance. Sales: Graham Susman, Richard K. Iba. Booker: Frank H. Smith, Jr. Cashier: Betty Thornwall. Emerg. Phone: AXtel 5-2706.

#### BUENA VISTA (Disney), 260 E. First South St.—ELgin 9-7962

Br. Mgr.: Thomas A. McMahan. Office Mgr.: Pat Buttkofer. Emerg. Phone: ELgin 5-5431.

#### COLUMBIA, 206 E. First South St.—DAvis 2-3476

Br. Mgr.: S. S. McFadden. Office Mgr.: Ralph Larsen. Sales: George Berryman, John Dahl, Bob Steed. Bookers: Ralph Larsen, Dee Kener. Cashier: Irene Wilson. Emerg. Phone: AXtel 5-4132.

#### ENCORE, 252 E. First South St.—DAvis 2-3601

Br. Mgr.: Fred C. Polosky. Emerg. Phone: CRestwood 7-4763.

#### METRO-GOLDWYN-MAYER, 123 S. Second East St.—ELgin 5-2953

Br. Mgr.: Carl P. Nedley. Office Mgr.: George A. Derrick. Sales: Stanley Ennis, John Moore, Clarence Boulet. Bookers: Charles Greenland, Kenneth Coleman, Robert Mandrake. Cashier: Leland Clayton. Field Exp.: Bill Blake. Emerg. Phone: EEmpire 3-2857.

#### NATIONAL FILM SERVICE, 350 W. Sixth South St.—EMpire 4-2713

#### PARAMOUNT, 270 E. First South St.—EMpire 4-5506

Br. Mgr.: Frank H. Smith. Office Mgr. and Booker: Bert Turgeon. Sales: Gene Jones, Dick Stafford, Carl Lind. Booker: Al Hemingway. Cashier: Merrilyn Kener. Field Exp.: Pete Boyes. Emerg. Phone: None.

#### RT PICTURES, 204 E. First South St.—EMpire 3-9142

Br. Mgr.: J. Harry Swanson. Sales: Jack Swanson. Cashier: Eva Hansen. Shipper: Art Proctor. Emerg. Phone: HUnter 5-535B, HUnter 5-1909.

#### 20TH CENTURY-FOX, 216 E. First South St., P. O. Box 1106—EMpire 3-3908

Br. Mgr.: K. O. Lloyd. Sales: Roy Rickrell, Frank Larsen, Jr., J. L. Tidwell, Vern Fletcher. Booker: Carl F. Larsen. Cashier: Sara C. Anderson. Emerg. Phone: None.

#### UNITED ARTISTS, 210 E. First South St.—EMpire 3-6736

Br. Mgr.: W. W. McKendrick. Office Mgr.: Robert Braby. Sales: Joe Solomon, Glendale Larson. Booker: Robert Loftis. Field Exp.: William Prass. Emerg. Phone: Braby, HUnter 5-9B0B; Loftis, INgersol 6-7737.

#### UNIVERSAL-INTERNATIONAL, 208 E. First South St.—DAvis 2-3561

Br. Mgr.: C. R. Wade. Office Mgr.: Dale Haslam. Sales: Tom Philibin, Don McMurdie, Ronald Mullen, Howard Godfrey. Booker: Honk Smith. Cashier: LaFern Beckstead. Emerg. Phone: INgersol 6-5425.

#### WARNER BROS., 200 E. First South St.—EMpire 4-1897

Br. Mgr.: William F. Gordon. Office Mgr. and Head Booker: David W. Adamson. Sales: Keith K. Pack, Perry B. Brown. Cashier: Mrs. Girzy Ayres. Emerg. Phone: ELgin 5-6449.

### Screen Trailers

#### NATIONAL SCREEN SERVICE, 212 E. First South St.—ELgin 5-7482

Br. Mgr.: Kenneth Friedman. Office Mgr.: Faleice Fenn. Sales: Clare Swanson. Bookers: Juanita Snyder Despain. Emerg. Phone: INgersol 7-6319.

### Supply Dealers

#### INTERNATIONAL THEATRE SUPPLY, 264 E. First South St.—EMpire 4-7821

Emerg. Phones: INgersol 6-1532, HUnter 5-9B17.

#### NATIONAL THEATRE SUPPLY, 368 E. First South St.—EMpire 3-8324

Emerg. Phone: INgersol 7-6521.

#### SERVICE THEATRE SUPPLY CO., 256 E. First South St.—ELgin 5-1223

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## "Island In Sun" Protest In Twin Cities Dies

MINNEAPOLIS—A protest movement over 20th-Fox's "Island In The Sun" has boomed and fizzled in the Twin Cities. The Minneapolis police force, acting at the request of Mayor Eric Hoyer, reviewed the film and gave it a clean bill of health. (The picture opened in both Minneapolis and St. Paul.)

The mayor's request for a review of the film followed receipt of a number of anonymous letters and telephone calls which declared that the showing of the film would start a new fad of "teenage interracial dating" and eventually lead to "wide-scale Negro invasion of white neighborhoods."

Theatre offices in Minneapolis and St. Paul received about 75 calls in two weeks protesting the showings. The local calls were spurred on by an anonymous letter which had been distributed widely in both cities. The letter urged recipients to protest to Twin Cities theatres which were scheduled to show the film.

M. A. Levy, midwest district manager, 20th-Fox, said the Twin Cities were the only places where a protest movement had developed in the north.

tar published crowd scenes, with one face in each group circled. It was worth a \$25 U. S. Savings Bond to be the owner of the circled face. The bonds were presented from the Warner stage by Andy Griffith. The film was partially filmed in Piggott, Ark., and Memphis. While in Memphis, Griffith was honored at a press-radio luncheon, appeared on three live television programs, and presented the bonds to the winners of the face-in-the-crowd contest.

### Minneapolis

Walter Schwartzwald opened his new 350-car Pine Drive-In, Pine City, Minn. He also operates the Family, Pine City. . . . Drive-In Theatres Corporation, headed by Leo Ross, opened its new drive-in at Wahpeton, N. D. Operating company is a division of Home Theatres Circuit, Brainerd, Minn. . . . R. J. O'Neill, St. Paul, opened his new 350-car St. Croix Hilltop Drive-In, Houlton, Wis., across the river from Stillwater, Minn. . . . Chick Everhart opened his 250-car Hi-Y Drive-In, Walker, Minn. . . . Ralph Pielow's Quad-States Theatre Service, Minneapolis, is handling the buying and booking for the latter two stands. . . . Name of the Alvin, Minneapolis, has been changed to the Academy. House will be the show-place for "Around The World In 80 Days," scheduled to open the first part of next month. . . . Muriel Gordon is the new booking stenographer, Paramount, and Sharon Stoneberg is the new booking stenographer, 20th-Fox. . . . Appointment of Alfred Jaeger as manager, Moorhead, Moorhead, Minn., succeeding Winifred Baron, and Barbara Bala as manager, Grand, Fargo, N. D., succeeding Paul Ford were announced by Minnesota Amusement Company, which operates the two houses. . . . Roy Allender closed his Park, Big Fork, Minn., during a renovation project.



Happy days are here again for Joy N. Houck's Panorama, New Orleans, as attested to by this crowd waiting to get in to see Mike Todd's Academy Award winning "Around The World In 80 Days" recently.

### New Orleans

Mrs. C. J. Jimmy Briant, wife of the local manager for Loew's, Inc., died Sunday at Baptist Hospital. Mrs. Briant was active in church work and was a Sunday school teacher at the First Baptist Church. Her son, William A. Briant, is local manager for 20th-Fox. Other survivors include two sisters. . . . Frank Joseph Francois, 64, a veteran in theatre management, died after a prolonged heart ailment. Francois retired from the motion picture industry several years ago because of a heart attack which kept him confined to a hospital. His survivors include one son, two daughters, three grandchildren, a brother, and sister. . . . Harry Weiss, RKO Orpheum division manager, was here from home base in Minneapolis visiting with manager Asa Booksh and staff. . . . George Pabst, UA southern district manager returning from a sales meeting in St. Louis, remained here briefly at his headquarters, then was off on a trip to Atlanta to confer with branch manager Bill Hames. . . . Mary Catherine Cardona, niece of Mamie Dureau has accepted a position with Masterpiece Pictures during school summer vacation. . . . Hollywood director Joe Pevney and his wife, Mitzi Green, were in for the premiere of his latest picture, "Tammy And The Bachelor," at the Joy. Ernest A. MacKenna, manager stated that it broke all time house records on opening night and the following day. . . . Additional theatres closed in the past month or so as reported by Transway are the Crystal, Lewisville, Ark.; Carolyn, New Hebron, Miss.; Stateline, Stateline, Miss.; Ber, Berwick, La.; Dixie, Lewisburg, La.; Dup's, Port Barre, La.; Community, Reserve, La.; and Youngsville, Youngsville, La. . . . W. L. "Pick" Mosely, operator of indoor theatres in Picayune, Miss., acquired ownership of the Pine Hill Drive-In near that town from J. E. Hamilton. Mosely suspended operations for an indefinite time for extensive remodeling. . . . Olin and Louise Evans closed the Family (former Fairview) Drive-In, Evergreen, Ala. Other drive-ins closed because of unfavorable weather and because the owners are faced with several problems, such as shortage of product, are F. T. McLendon's Starvue, McKenzie, Ala.; M. H. McCoy's Palms, Pensacola, Fla.; Joy's Theatres' Joy, Alexandria, La.; Brad, in Plaquemine, La.; and the Tiger, Marksville, La., whose owner, H. H. Moreau, Shreveport, La.,

has it advertised for sale. Also remaining closed since Hurricane Flossie gave it a terrible beating is the Hub, Lafayette, La., property of Milton Guidry and son Al. Two others in a quiescent state since closing in late summer of 1956 are the Rio, Vidalia, La., and the Pines, Homer, La. . . . Clint Vucovich, whose indoor Sky Chief, West Pensacola, Fa., was razed by fire during Christmas week, decided it was best not to rebuild at this time, so he purchased the neighboring Gulf from Fred T. McLendon Theatres, who acquired ownership only a few months ago.

### New York

Lois Resnick, daughter of Mrs. Geraldine Wagner Resnick, Warners home office ad-publicity department, will be married to Gilbert Price on June 30 at Park Terrace, Bronx. . . . A son, Stephen Jay, was born to Mr. and Mrs. Leonard Schwartz, Forest Hills, at Lebanon Hospital, Bronx. The father is associated with MCA, and grandfather is Sol Schwartz, president, RKO Theatres. . . . The 20th-Fox Family Club held its annual picnic and outing at Maz-dabrook Outing Grove, Parsippany, N. J. . . . Paramount unveiled its "block long" "Beau James" sign above the Astor.

### Philadelphia

The Temple, Berwick, Pa., has closed. . . . Larry Graver, long time manager, SW Mastbaum, is now at the Lane. Elmer Pickard, from the Orpheum, is now at the Mastbaum. . . . The World has closed for summer alterations and refurbishing. . . . Having played a flock of rock 'n' roll shows, Sam Stiefel, Uptown, booked in some gospel singers as an innovation. . . . Thomas McArthur, Sr., 73, at one time prominent in theatre advertising, died last fortnight. . . . Dr. William Ablove, son of Nat Ablove, Norman Lewis' office, has opened offices for the practice of internal medicine and endocrinology at 3180 Coral Way, Miami, Fla., where he was recently appointed to the faculty of the University of Miami School of Medicine. . . . Mil-gram Buying and Booking Service will handle the new Ewing Drive-In, Trenton, N. J., for Dave Glickman, when it opens on June 27th. . . . The Cambria, modernized, reopened. . . . The New Lyric was closed for modernization. . . . Veteran 20th-Fox head shipper Harry Appel, 56, died last fortnight in Women's Osteopathic Hospital after suffering a heart attack several weeks ago. An industry veteran, he had been with 20th-Fox for 24 years. He was well liked by all who knew him and will be missed. His wife had passed away seven months ago. . . . Abe Sundberg has leased the Lehigh, which Rube Shapiro recently took over from Harry Perleman. House is closing for modernization and when it reopens will be known as the Hi. . . . Henry Friedman advises that rain insurance is now available for the first time to operators of drive-ins. Coverage for 100 per cent of expenses, or 60 per cent of anticipated gross income can be secured for operating houses, he says. For details get in touch with him at GR 7-5730.

WILMINGTON, DEL., NEWS—Colonel L. J. M. ("Jack") Mulhall, former Wilmington district manager, SW Theatres, and Mrs. Mulhall, now of Fort McPherson, Atlanta, and Miami, Fla., have announced the engagement of their daughter, Miss

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Lou Kellman, producer, Columbia's "The Burglar," made in Philadelphia, was recently presented with an achievement award by the City of Philadelphia, at ceremonies held at the SW Mastbaum, where the film had its premiere. Seen, left to right, are John Facenda, WCAU-TV newscaster, who has a role in the picture; Kellman; A. J. Vannis, SW district manager; and Larry B. Graver, manager, SW Mastbaum.

Patricia Teresa Mulhall, to Frank R. Clarke, Jr., of Wilmington, Del., son of Mr. and Mrs. F. R. Clarke of Montclair, N. J., and Clearwater, Fla. The bride-to-be is a sales representative, Radio Station WTUX, and the bridegroom-to-be is with the treasurer's department of the Du Pont Company.

#### Pittsburgh

Dick Lane, former film salesman for RKO in Pittsburgh and for a number of years RKO manager at Portland, is now with the George Patten Investment Company at Portland. . . . SW's Harris, Donora, Pa., has closed. . . . The newly relocated Ranalli's Drive-In, between Etna and Bakerstown, is expected to open Aug. 1. . . . Chris Lampros has transferred the Hickory Drive-In near Sharon, Pa., to Mike Wellman, whose father, Peter, of Girard, Ohio, started in exhibition in the Sharon area a number of years ago. . . . Harris, Dubois, Pa., closed by A. P. Way, will be reopened under a new name, completely remodeled, by Sept. 1. It will be managed and booked by Tony Colose.

#### Portland

Herb Larsen, Oregonian, and Arnold Marks, Oregon Journal, went to Seattle to interview Otto Preminger's star of "Saint Joan," Jean Seberg. . . . Michael Todd, Jr., and Bill Doll, Michael Todd Enterprises, were visitors here. They were guests at a luncheon at the Aero Club hosted by Tom Walsh, J. J. Parker executive assistant, and Herb Royster, Broadway theatre manager. . . . Linsley Parsons and John H. Burrows, Jr., producers of AA's "Portland Expose," were guests at a luncheon. Exhibitors present included M. M. Meshner, Paramount; Tom Walsh, Broadway; Jesse Jones, Art Adamson, Mark MacDougald, Andy Anderson. Hosts were Ed Cruea, Seattle Allied Artists branch manager, and Dick Carlson of the Portland office. . . . Ben Crosby, KWJJ radio executive, is handling a state-wide saturation campaign, booking time for Bing Crosby's "Man On Fire."

#### St. Louis

The Art Theatre and screening room has been moved from the old RKO Radio Building to new quarters in the 20th-Fox film exchange building at 3330 Olive Street. Charles Guggenheim and Associates, Inc., who purchased the Art theatre and screening room from the widow of Ruby S'Rencho several months ago, apparently could not reach satisfac-

tory terms with the real estate representatives of MGM for quarters in the RKO Radio Building, so had to seek new space for its offices and the screening room. The 20th-Fox building contained a screening room seating some 50 persons, only about half of the old Art, but since the theatre withdrew from the art picture field a couple of years ago, the smaller seating capacity is sufficient for the average trade screenings of the product of the various distributors. John Wilson continues in charge of the screening room. Harry Kahan Film Delivery Service has moved across the front floor to space in other ground floor quarters in the same building to make room for the Art. . . . MGM is making arrangements to move into the old RKO exchange building. . . . Winners in the exhibitors participating playdate of Realart Pictures of St. Louis that ended recently have been announced by Herman Goerlick and George Phillips, owners of the exchange. . . . Recent theatre closings in the territory included the Tivoli, Norris City, Ill.; Horstman, Chaffee, Mo.; Vogue, Palestine, Ill.; Vita, Warrenton, Mo.; and Cuba, Cuba, Mo. . . . The old Gem, Festus, Mo., is being remodeled into office and storage space for a garment company. . . . Eddie Cantor was in for an appearance in the book department of a local department store. . . . Maurice Schweitzer arranged a press screening of "Love In The Afternoon" at the 20th-Fox Screening Room. . . . Bernie Evans, recently dropped from the MGM publicity staff after 15 years of service, has been doing exploitation for other accounts in his usual efficient manner. . . . Caesar Berutt, Rella, Mo., is on a vacation trip to Boston and vicinity.

#### San Antonio

More movie history was made in San Antonio recently when "Giant" opened at 11 of the town's drive-ins. This is the largest number of drive-ins in a single Texas city ever to play the same picture at the same time. . . . "Invitation To The Dance" was given a private screening by the Josephine for members of the San Antonio Motion Picture Advisory and Reviewing Board. The picture will open a regular run later in the summer. . . . Visiting the city was Miss Freida Walerstein and Doris Lerner. Miss Walerstein is the daughter of Mr. Gregorio Walerstein and Josefina de Walerstein. He is chairman of the Producers and Distributors Association of Mexico City. . . . New



# The A-MAN Corner

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## The A-MAN Corner

Motion Picture Exhibitor  
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playground and concession equipment has been installed at the Circle 81 Drive-In, according to Jesse Wallace, manager, who is personally supervising the kiddyland. . . . Introduced by Representative Obie Jones, Austin, Tex., House Bill 524 passed the Texas Senate. Sponsored in the Senate by Preston Smith of Lubbock, the bill now goes to the Governor of Texas for signature. It is the second bill which Smith, a theatre circuit owner and operator, has sponsored for the benefit of Texas theatre men. The bill requires that all contracts relating to distribution and licensing of motion pictures shown in theatres in Texas shall be construed in accordance with state laws and provides that venue of suits arising out of such license agreements shall be in the county where the film was licensed to be shown or in the county where the principal office of the exhibitor under such license agreement is located. . . . It was understood along theatre row here that the Rio and Leroy, at Lampassas, Tex., were hard hit in the recent flood that hit that city during the unusual heavy rains which have come to drought ridden Texas in recent weeks. Water around 10 feet deep destroyed around 90 per cent of the business district of the city.

### Seattle

The Women of Variety made over \$800 for the Variety Club Children's Heart Clinic at their recent special preview party held at the Green Lake Theatre. . . . Harold G. Tomsett, representative of the British Overseas Airways, was in Seattle to make arrangements for Variety Club members wishing to attend the Variety International convention in London in May of 1958. . . . Neal East, Paramount's western division sales manager, was in from Los Angeles. . . . The Orpheum has closed for a 30-day period to permit renovations. . . . The local Paramount offices are undergoing complete renovation and redecorating, plus the addition of increased space. . . . Gene

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Lonie has left his booking job with Allied Artists to accept a position with National Screen Service. . . . Variety Club is sponsoring a coupon book deal in which a \$150 value is offered for \$3. Tickets include theatres, race track, ball park, skating rink, restaurants, night clubs, and ferry trips. The books are available from Variety Club. . . . Clink Wineholt, former manager, Music Hall, has been named Hamrick assistant city manager. He replaces Cess Smith who left for southern California, which he hopes will be beneficial to his children's asthmatic condition. . . . August Aubert reopened the Empire, Lind, Wash., with equipment supplied by National Theatre Supply. . . . Mrs. Pauline Hevel reopened the Empire, Tekoa, Wash. . . . Sammy Siegel, Columbia exploiteer, left for his new assignment in San Francisco.

### Washington

Sam Galanty, eastern division manager, Columbia, is touring the midwest visiting the exchanges. Ben Caplan, branch man-



Charles A. (Chick) Wingfield, center, Columbia salesman in Washington, recently was presented with a gold watch by midwest division manager Sam Galanty in recognition of his 25 years of service to the company. Looking on is branch manager Ben Caplan.



Seen planning the recent world premiere of MGM's "Silk Stockings," Laew's State, Norfolk, Va., are, left to right, Tam Baldrige, mid-Atlantic MGM press representative; Milton Kaufman, theatre manager; Orville Crouch, Laew's division zone manager; and Emery Austin, MGM exploitation head.

ager, Columbia, has returned from Norfolk, Va., where he was visiting the Welder Theatre Circuit. . . . Sid Zins, publicity representative, represented Columbia at the convention of Virginia Theatre Owners Association. . . . The following men were approved for regular membership in the Variety Club of Washington: Robert de La Viez, booker, Bob-Hirsh Agency; Ed Rosenfeld, managing director and representative, Trans Lux Distributing Corporation in Washington, D. C., Trans Lux Theatres; Jerome Sandy, salesman, American International Pictures; and Nathan Siegel, Owner, 1200 Club. . . . Frank Boucher, chairman, ways and means committee, held a meeting to set up the prizes for the annual Variety Welfare Awards Drive. . . . Arnold Fine, director of public relations, Hecht Company, and a member of the Variety Club, was chosen president of the Advertising Club of Washington. Stanley Bell, station WRC, was re-elected treasurer, and Milton Q. Ford, station WAL, was elected a director. . . . Roger Albright, educational director, Motion Picture Association, for the past 11 years, has retired.

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# The International Scene . . . . .

## Canada

### Rouse Heads FPCC Subsidiary Unit

TORONTO—Andrew G. Rouse, former assistant general manager and purchasing agent, Theatre Confections, Ltd., was appointed president and general manager of General Theatre Supply Company, Ltd., another Famous Players Canadian Corporation, Ltd., subsidiary.

Rouse succeeds George Cuthbert, resigned, in his new position. Norm Rea, manager of the Montreal branch, succeeds Rouse at TCL, according to an announcement by John J. Fitzgibbons, Jr., general manager.

Former western supervisor Albert Pellegrini, moves to Montreal as branch manager to fill in the vacancy created by Rea's new position.

A veteran of World War II, Rouse began his career in the entertainment industry when he joined Famous Players in 1940, leaving to join Odeon in 1941. Following his mustering out, he operated Odeon's confections department until 1949, moving out of the industry to return to Famous Players a year later. In 1952 he was Ontario branch manager of TCL, in 1952-53 he managed the Winnipeg branch, and in 1954 he came back to Toronto as assistant general manager.

### Canadian Comment

A sales meeting of the Paramount Film Service organization in Canada here was attended by the top executives of the company from New York as well as from the Canadian head office. Among those from New York were Jerry Pickman, vice-president in charge of advertising, publicity, and promotion; Charles Boasberg, in charge of world wide sales for "The Ten Commandments" and "War And Peace," and Oscar Morgan, general manager of reissues. These men sat with the bookers and salesmen of the Paramount organization headed by Gordon Lightstone, Canadian general manager. Lightstone told his men that three road show attractions were part of the lineup for Paramount's product this year. These are "The Joker Is Wild," "Desire Under The Elms," and "Houseboat."

A number of staff changes affecting three senior members of the National Film Board's distribution branch have been announced. Robert Monteith, for the past four years an administrative officer with the board, goes to Chicago to head the NFB office there. W. Dean Smith, previously head of the Chicago office, has returned to Canada to a new position as TV representative in NFB's commercial division. Jean-Jacques Chagnon, presently assistant chief of the commercial division, will succeed Monteith as distribution branch administrative officer.

A June Movietime Jubilee is being presented by the publicity committee of the Manitoba Motion Picture Exhibitors Association. Cooperating in the project



Seen at a recent London get-together celebrating the completion of "The Bridge On The River Kwai," set for Columbia release, were, left to right, producer Sam Spiegel; stars Jack Hawkins and William Holden; and M. J. Frankovich, Columbia's managing director in England.

are the Winnipeg Free Press and the Winnipeg Tribune who are working on full-page tie-ups for the promotion. The Tribune is also running three cartoon ads gratis. Stocks of bumper strips, streamers and twirlers have been obtained by the committee and are available to all exhibitors in the area. Drive-in operators will stick a bumper strip on every car attending and managers and employees of standard-type houses owning cars have been asked to employ the strips on their vehicles.

Both Toronto newspapers are cooperating actively in this year's Toronto Variety Club's fund-raising activity. It fills in the inability of the committee this year to obtain a headliner for the show which accompanies the annual baseball show. The Toronto Daily Star will sponsor a square dance championship, while The Telegram will sponsor an old car contest. Both papers are offering \$1,000 each in prizes. Dozens of teams are expected in the Square Dance Championships, while many old automobiles will chug up to the gate at the Maple Leaf Stadium to compete for the prizes offered by The Telegram. In addition, a show of Canadian TV stars is being arranged by CBC entertainers Jackie Rae and Alex Barris. All the top names in that field have volunteered to pitch in to assist. Another source of revenue, the program, is being exploited by committee chairman Chet Friedman, who has asked all barkers in the club to cooperate by soliciting ads.

Exhibitor groups all across the country are hopeful that their respective provinces will study the action by British Columbia in imposing a 10 per cent tax on bingo grosses. Bingo, long considered as unfair competition to the theatres, has been tax-free, and often has been the subject of briefs by exhibitor groups to the government. The tax must be paid on the charge per cards or per night, whether the game has been cleared as legal or not. Tax remission is possible if the game is for charitable purposes. Control of the operators' records through tax procedures makes it possible to determine if all the money is going for charity. In Van-

couver, 24 clubs feature the game from two to six times per week, with an average expenditure by players of six dollars a week.

Indicative of the optimism in the future of the industry are the building plans announced for Twentieth Century-Fox, Ltd., in Canada by Peter Meyers, general manager. Within the next few years, three or more of the company's six branches will likely have new exchange buildings. First phase is the conversion of a factory building in Winnipeg to an exchange. Meyers hopes this building will be completed for occupation in August. Next phase is the construction of a building in Calgary, where tenders have been called for a building to be erected by the company on an already purchased lot there. A building is also in prospect for the Montreal branch, where the company has a three-year lease on its present premises.

The Canadian Institute of Public Opinion shows an increasing approval by the Canadian public for Sunday movies. Newest sampling, compared with that of 1943, shows only 47 per cent of the population disapprove. The approval figure jumped from 44 per cent in 1943 to 46 per cent in 1957. Six per cent had qualified opinions or were undecided 14 years ago, and the present figure is seven per cent.

**CINE CHATTER:** Clyde Gilmour, motion picture critic for The Telegram, Toronto daily newspaper, and MacLean's, national magazine, is off for Europe to study British film-making. . . This year's United Appeal show, formerly held at Shea's, Toronto, will be held at the Imperial, Canada's largest movie house. . . . Net profits of United Amusement Corporation of Montreal rose 21 per cent, going from \$228,793 or 71 cents a share in 1955, to \$276,641, or 85 cents a share in 1956. . . . Norman MacLarent, National Film Board, famed creator of unique animated subjects, will be a member of the jury judging cultural and documentary films entered by many countries in the seventh annual Film Festival of Berlin at the end of this month and beginning of next month. . . . Connie Spencer, who for some years managed the Capitol, Hamilton, died in the Bahamas recently. . . . Projectionists, stagehands, and backroom members of Toronto IATSE, will hold their annual picnic in Lowville Park, 33 miles west of Toronto, state Stan Robinson and Jack Shapiro, chairman and secretary of the committee. . . . Women of the Motion Picture Industry will have Ken Johnson, entertainment editor of The Telegram, as guest speaker at its third annual dinner. . . . Members of the board of the National Film Board presented A. W. Trueman, retiring head of the NFB with a piece of Eskimo sculpture, while the staff will give him a hi-fi set. Trueman is to become executive director of the Canada Council. . . . John Panrucker, who has been with Odeon in Calgary since coming from Britain last August, will be manager of the Alberta Jubilee Auditorium, built by the Provincial Government. In the old country he was general manager and director of a chain of theatres and cinemas, including the Malvern Festival Theatre.

—HARRY ALLEN, JR.

## Penna. Tax Relief Measure Amended

HARRISBURG—As the legislative smoke cleared last week, it was revealed that the bill originally designed to remove the right of municipalities to impose a motion picture admission tax under the 1947 local tax enabling law had been considerably watered down. After it appeared that the bill had passed both Houses and needed only the Governor's signature to make it law, a House-Senate conference committee entered the picture.

As it stands now, the amended bill allows the tax to continue, with exhibitors winning a partial victory in that the levy may not exceed five per cent. The current top is 10 per cent. The measure must now be accepted by both Houses and submitted to the Governor.

It has been common knowledge that powerful Pittsburgh Mayor Dave Lawrence has been fighting against the measure, contending that complete repeal of the enabling legislation could cost his city more than \$500,000 per year. Rep. John H. Devlin (D.-Allegheny) said this would necessitate an increase in real estate taxes.

Proponents of the original measure countered that theatre business had fallen off alarmingly and that the state should come to the aid of the industry by removing a tax that was clearly discriminatory.

Politics were synonymous with confusion in Pennsylvania last week.

### Yates Aids Hospital

BURBANK, CAL.—An electronic microscope, gift of Herbert J. Yates, president, Republic, was unveiled last week at Saint Joseph Hospital as an addition to the facilities in the department of medical research. The formal exercise was attended by Mr. and Mrs. Yates and members of the hospital administration, advisory board, and medical staff.

In accepting the gift on behalf of the medical staff and the governing body of the hospital, Dr. Reuben Straus, director of laboratories, expressed their appreciation and recognition of Yates' action.

### Columbia Declares Dividends

NEW YORK—Columbia Pictures Corporation announced last week that the board has declared the regular quarterly dividend of 30 cents per share on the common stock and voting trust certificates for common stock of the corporation, payable July 30 to holders of record July 1.

At the same time, the board also declared a 2½ per cent stock dividend on the common stock and voting trust certificates for common stock, payable July 30 to holders of record July 1.

### PR Plan Approved

NEW YORK—At a meeting of the MPAA's Advertising and Publicity Directors Committee last fortnight the proposal to bring the motion picture story to the publishers and editors of the nation, an item in the industry's business building program, was unanimously adopted. The project will now go to COMPO for action.

Plans to explore the feasibility of a major campaign in the fall to mark the Golden Jubilee of Hollywood were made.



Among the notables on hand at the recent Free Milk Fund for Babies, Inc., benefit premiere for Warners' "The Prince and the Showgirl," Radio Music Hall, New York, were Jack L. Warner, president, Warners, star Marilyn Monroe; and her husband, Arthur Miller.

### Film Union Likes Toll-TV

HOLLYWOOD—The Hollywood A.F.L. Film Council recently called upon the FCC to authorize widespread public tests of subscription-TV "at the earliest possible moment" in the interest of furnishing "additional employment for tens of thousands of American workmen."

A resolution to this effect was passed after a special council committee, which had been studying all aspects of the matter for months, made its report. The resolution will be presented to the conventions of the California State Theatrical Federation and the California State Federation of Labor plus all international labor unions and councils.

### New Distributor Bows

NEW YORK—R. Kretschmar and I. Carro have formed the Ring Film Corporation, a new organization for the import and distribution of German motion pictures in the U. S. and Canada. The first group of films imported includes 20 German motion pictures mainly in color, it was reported by the new firm.

In addition to the distribution of German films, the company will also specialize in furnishing art theatres with foreign pictures. The R.F.C. will be located in 61 Buchanan Place.

## Video Names Nemec For Telemovie Setup

OKLAHOMA CITY—Video Independent Theatres, Inc., theatre circuit owners and pioneers in community television antenna operation, have engaged Boyce Nemec, film and television consultant, for detailed planning of studio operations and programming of their city-wide wired television system now being installed in Bartlesville, Okla., it was announced last fortnight by C. O. Fulgham, Video vice-president.

Cable distribution system is now being installed. Studio construction is to be completed in early July, equipment installation finished by July 25, and three wired program channels, planned for operation in mid-August.

This closed-circuit television service will give home subscribers three channels of program free of commercial announcements on a regular daily schedule. Two channels will deliver first-run and subsequent-run feature films. Third channel will provide the nation's only continuous program of news, weather, sports, time, and high-fidelity music. It will use the services of national press wire, the United States Weather Bureau, private weather services, and leading music libraries.

### 365 Features Seen For '57

HOLLYWOOD—In a report issued last fortnight by the Motion Picture Association of America it was stated that "motion picture producers are expected to turn out at least 362 pictures during 1957, the highest total for American companies in five years."

This breaks down as 60 from 20th-Fox within the next year; 12 ready for release from MGM, plus 36 more for the year; 36 from Paramount; 48 from Columbia; 35 from Warners; 36 from U-I; and 48 from United Artists. In addition, there will be many independent releases.

The MPAA report points out that this greater production effort "reaffirms the confidence of American producers and distributors in the enduring place of the motion picture theatres as the primary channel of screen entertainment throughout the world."



A. Schneider, president, Will Rogers Hospital, and a Columbia vice-president, recently showed Mrs. Jeanette Cohn a picture of the equipment which Columbia home office employees donated to the hospital in memory of her late husband, a co-founder of the company. Looking on are Lillian Stark, Columbia secretary who was chairman of the fund raising committee; Ralph Cohn, son of Jack and a vice-president of Screen Gems; and A. Schneider, first vice-president and treasurer of Columbia.

## FCC Member Urges Public Toll-TV Test

WASHINGTON—T. A. M. Craven, Federal Communications Commissioner, last fortnight in an address to the Maryland-District of Columbia Radio and Television Broadcasters Association, declared that there should be trial demonstrations of subscription television in order to give the public an opportunity to express its preference or disapproval of the medium.

Harold E. Fellows, president, National Association of Radio and Television Broadcasters, declared that the toll-TV issue should be determined not by the FCC but by Congress.

"The people of the United States," he said, "through their elected representatives should make the definite decision on whether they are going to have to pay for the right to view programs on their home TV sets."

He said the proposed Oklahoma tests would be "particularly worthless" because they use wire instead of the free TV channels that would be taken over by a permanently-authorized toll-TV system.

## Robbins Heads Fund Drive

NEW YORK—Robert K. Shapiro, president, Cinema Lodge, B'nai B'rith, announced last fortnight that Norman Robbins, National Screen Service executive, had been named chairman of its 1957 fund raising campaign on behalf of B'nai B'rith agencies.

Robbins, a vice-president of the Lodge, announced that the initial fund-raising project will be the sale of 500 contribution share certificates at \$25 each with one of the purchasers being awarded a 1957 Cadillac Sedan, at a luncheon at Toots Shor's on Oct. 29.

## Rank Firm Expands

NEW YORK—The Rank Organization announces a further expansion of its distributing network in the Americas by the opening of its activities in Panama and Central America, where Rank films will be handled by a newly formed company, Rank Films De Panama S.A.

Henry Darlington has been appointed to take charge of this new company, and he will be responsible for distribution in seven countries, Panama, Costa Rica, Nicaragua, Honduras, El Salvador, Guatemala, and British Honduras.

## Broidy Tells Newsmen That TV Challenge Is Met

HOLLYWOOD—Steve Broidy, Allied Artists head, and vice-president, AMPP, told the delegates to the National Editorial Association at a luncheon here last fortnight that "newspapers traditionally have been and still are the film industry's principal contact with the public."

He indicated that both newspapers and motion pictures had met the challenge of television.

Following the luncheon, m.c.'ed by Pat O'Brien and attended by over 50 industry executives and film stars, the publishers and editors representing some 5,400 newspapers visited the MGM, 20th-Fox, U-I, and Warners studios.

## AA Backlog At 13; Two Now Shooting

NEW YORK—Allied Artists, with two films currently before the cameras, has a backlog of 13 pictures, according to executive producer Walter Mirisch. These films, all scheduled to be released by Sept. 29, include Billy Wilder's "Love In The Afternoon," set for a pre-release Hollywood opening at the Egyptian on June 19.

Also in the backlog are "Hunchback Of Notre Dame," "Let's Be Happy," and "Dino."

Others are "The Badge Of Marshal Brennan," starring Jim Davis and Arleen Whelan; "Spook Chasers," a Huntz Hall starrer; "The Persuaders," with William Talman, James Craig, Kristine Miller, Darryl Hickman, and Georgia Lee starred; "Destination 60,000," starring Preston Foster, Jeff Donnell, Coleen Gray, and Pat Conway; "The Disembodied," starring Paul Burke and Allison Hayes; "Daughter Of Dr. Jekyll," with John Agar, Gloria Talbott, and Arthur Shields starring; "No Place To Die," starring Sterling Hayden, Pamela Duncan, and Ted de Corsia; "Aqua Dive Girl," with Mara Corday and Pat Conway starred; and "Death In Small Doses," starring Peter Graves and Mala Powers. Now being filmed are "Walk Tall," Joel McCrea and Virginia Mayo starrer, and "From Hell It Came," with Tina Carver and Tod Andrews starring.

## MGM Toppers Meet On "Raintree" Bally

NEW YORK—Promotional meetings to launch the most comprehensive and extensive campaign in MGM history, leading to the premiere showings of "Raintree County," began this week when Howard Dietz, vice-president in charge of promotion, and his executive associates here and from the studio, launched a series of home office conferences.

Charles M. Reagan, vice-president and general sales manager, joined with the promotion group in many phases of the discussions. Under discussion are final arrangements for a world premiere planned for Louisville, Ky., to be followed by two-a-day engagements in such key cities as New York, Chicago, Los Angeles, Boston, Philadelphia, and San Francisco.

All media will be embraced in the talks, with plans being made for fullest coverage of each engagement. This will include newspapers, TV, radio, trade papers, national and fan magazines and special periodicals, in addition to syndicated features.

## "Saint Joan" Bally Varied

NEW YORK—A huge U.S.-Canadian co-op effort headed by Capitol Records' promotion at 74,000 outlets and Penguin Books' drive at more than 11,000 stores has been set in behalf of Otto Preminger's "Saint Joan," it was announced last week by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation.

The tie-up campaign, which will alert an estimated 115,000,000 persons to regional openings of "Saint Joan," also includes an educational phase keyed to Royal Publishing's 68-page picture-and-story book on the making of the film, and a beauty salon drive featuring a "Saint Joan" hair-do.

## NSS "Beats Heat"

NEW YORK—National Screen Service has issued a 12-page pamphlet titled "Beat The Heat With NSS Summer Promotions and Cool, New Ideas."

It's full of trailer and accessories information on money making ideas ranging from how to hypo sales at your refreshment bar to how to best sell your air conditioning with many merchant tie-in stunts, contests, special shows, etc. outlined. No real showman should be without it.

## Va. Town Repeals Tax

MARTINSVILLE, VA.—The city amusement tax on theatres and other entertainment events was repealed recently by unanimous action of the City Council.

A tireless worker in the 10-year campaign against the tax was F. M. Westfall, operator, Rives and Rex.

## Rank Now A Baron

LONDON—J. Arthur Rank became a baron last fortnight as Queen Elizabeth II created three new peerages. The Queen also created a score of new knighthoods, including one for British actor Donald Wolfit.



Seen at the recent gala world premiere of Darryl F. Zanuck's 20th-Fox release, "Island In The Sun," New York's Roxy, were, on the left, left to right, Buddy Adler, 20th-Fox executive producer; Spyros P. Skouras, 20th-Fox president; Sir Pierson Dixon, Great Britain's Ambassador to the United Nations; and, right, Charles Einfeld, 20th-Fox vice-president, left, and Robert Rossen, director of the picture.

## ALLIED ARTISTS

**The Oklahoman (5712)** WESTERN  
80M.

(CinemaScope)  
(Color by DeLuxe)

ESTIMATE: Good western.

CAST: Joel McCrea, Barbara Hale, Brad Dexter, Gloria Talbot, Verna Felton, Douglas Dick, Michael Pate, Anthony Caruso, Esther Dale, Adam Williams, Ray Teal. Produced by Walter Mirisch; directed by Francis D. Lyon; associate producer, Richard Heermance.

STORY: Dr. Joel McCrea is a highly respected resident of a small western town he settled in with his young daughter after his wife died. It's a friendly town with the exception of brothers Brad Dexter and Douglas Dick, and when they find oil on land owned by Indian Michael Pate they try to buy it. When he refuses they try to force him off. Pate is forced to kill Dick in self defense. McCrea stands up for Pate and makes sure his rights are protected. When Pate's daughter, Gloria Talbot, comes to care for McCrea's daughter, there is quite a bit of talk about the two. McCrea learns the truth about the oil and the killing and unmasks Dexter, turning the town against him. Dexter forces him into a fight and is killed after McCrea is wounded. Talbot realizes she had better go when McCrea and ranch owner Barbara Hale find they are in love and announce their plans to wed.

X-RAY: Action, intrigue, drama, are to be found in moderate amounts in this latest Joel McCrea entry which should make up well as part of the program. The story holds interest adequately, the cast performs well, and the direction and production are okay. The screen play is by Daniel B. Ullman.

AD LINES: "He Showed Them Right From Wrong At The Point Of A Gun"; "Someone Had To Stop The Mob And The Oklahoman Was The Man To Do It"; "Have Your Guns Handy As The Oklahoman Swings Into Action."

## AMERICAN INT.

### Dragstrip Girl

MELODRAMA  
70M.

ESTIMATE: Programmer with teen-age appeal.

CAST: Fay Spain, Steve Terrell, John Ashley, Frank Gorshin, Russ Bender, Tommy Ivo, Gracia Narciso, Tito Vuolo, Dorothy Bruce, Don Shelton, Carla Merey, Leon Tyler, George Dockstader, Bill Welsh, Edmund Cobb, Woody Lee, Judy Bamber. Produced by Alex Gordon; directed by Edward L. Cahn.

STORY: Steve Terrell and John Ashley are rivals in love and hot rod racing. Both vie for Fay Spain, who is crazy over souped up cars. She enters a race in Terrell's car when he can't drive, and Ashley proves to be the villain by trying to force her off the track. He is foiled, however, and Terrell and Spain make future plans together.

X-RAY: The important thing here is the obvious attempt to cash in on the interest and stimulus of the hot rod craze. It is aimed strictly for the teen age set and their older counterparts. The acting has a fresh, albeit amateurish, quality. There is plenty of action, including some novel twists such as "Roman riding" and "chicken racing"; okay comedy relief; and young, nice looking girls. To sum up, this seems to have captured an authentic teen-age aura. It is fresh, different, and will definitely appeal to the younger set. Should do okay as a programmer or as

## MOTION PICTURE

# EXHIBITOR

SERVISECTION

*The original Pink Section evaluations of features and shorts*

Published weekly by Jay Emanuel Publications, Inc., Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City, West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Albert Erlick, editor; Max Cades, business manager; George Frees Nonamaker, feature editor; Mel Konecuff, New York editor.

SECTION TWO  
VOL. 58 • No. 9

JUNE 26, 1957

top half of a double bill. The story and screen play are by Lou Rusoff. The picture is being sold with "Rock All Night" as a combination.

AD LINES: "Car Crazy; Speed Crazy; Boy Crazy"; "Thrill Hungry Youth On A Reckless Rampage"; "Thrill To Their Restless Craving For Action."

### Rock All Night

MUSICAL MELODRAMA  
63M.

ESTIMATE: Lower half filler.

CAST: Dick Miller, Abby Dalton, The Platters, The Blockbusters, Robin Morse, Richard Cutting, Bruno VeSota, Chris Alcaide, Mel Welles, Barboura Morris, Clegg Hoyt, Russell Johnson, Jonathan Haze, Richard Carlan, Jack DeWitt, Bert Nelson, Beech Dickerson, Ed Nelson. Produced and directed by Roger Corman.

STORY: Dick Miller, five feet, one inch tall, hates big guys. He falls for Abby Dalton, try-out singer at a rock 'n' roll joint, where several murderers and robbers hide out for awhile. Miller finally subdues the big shots after they cow everybody in the place.

X-RAY: This is a most confused quickie. It has been made as cheaply as possible while attempting to be a rock 'n' roll and gangster show at one and the same time. The combination doesn't jell. The best thing about the picture are the Platters, a name singing group, who deliver some okay numbers. The rest is merely waste film. Screen play is by Charles B. Griffith based on a story by David P. Harmon. Some rock 'n' roll tunes are heard, including "He's Mine," "I'm Sorry," and some popular recording hits. The picture is being sold with "Dragstrip Girl" as a combination.

AD LINES: "Some Have To Dance—Some Have To Kill"; "A Brand New, Different Rock 'n' Roll Feature"; "Get Hip—With This Sockin', Rockin' Double Action Show!"

## COLUMBIA

### The Giant Claw (146)

MELODRAMA  
76M.

ESTIMATE: Lower half filler.

CAST: Jeff Morrow, Mara Corday, Morris Ankrum, Louis D. Merrill, Edgar Barrier, Robert Shayne, Ruell Shayne, Clark Howat, Morgan Jones. Produced by Sam Katzman; directed by Fred F. Sears.

STORY: A winged monster from prehistoric times is on the loose. It is surrounded by a mass of anti-matter which repels radar and everything science can devise. After creating nation-wide chaos,

destroying airplanes, large buildings, etc., scientists Jeff Morrow and Mara Corday with the help of the U. S. Air Force finally devise a gas which pierces the anti-matter shield and permits the monster to be shot down in the ocean.

X-RAY: This is incredible science fiction meller with an over-abundance of pseudo science-fiction double talk. The monster is amusing. We hate to think anyone can take this type of thing seriously, although it is produced in straight fashion. Some of the camera effects are good, others ludicrous. At one point the thing lays an egg, and so does the picture. Acting, dialogue, etc., is also for the birds. This was written by Samuel Newman and Paul Gangelin.

AD LINES: "Flying Beast Out Of Prehistoric Skies!"; "Winged Horror"; "Awesome Sky-Killer."

### The Night The World Exploded (145)

MELODRAMA  
64M.

ESTIMATE: Science fiction meller for the duallers.

CAST: Kathryn Grant, William Leslie, Tris Coffin, Raymond Greenleaf, Charles Evans, Frank Scannell, Marshall Reed, Fred Coby, Paul Savage, Terry Frost. Produced by Sam Katzman; directed by Fred F. Sears.

STORY: Scientist William Leslie and assistant Kathryn Grant discover in the Carlsbad Caverns, N. M., a new element which is causing world-wide earthquakes.

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**X-RAY:** This science fiction meller unreels in regular serial fashion. The pieced-in earthquake footage and camera effects are okay. There is plenty of science fiction double talk in the dialogue, but with it all this is entertaining, if fantastic, if you don't take it too seriously. The acting is no great shakes, but some of the earthquakes are. This was dreamed up by Jack Natteford and Luci Ward.

**AD LINES:** "Super-Quake Tilts The Earth"; "Nature Declares War On Man"; "Mystery Element That May Explode The Planet Into Cosmic Dust!"

## DCA

### Bermuda Affair

DRAMA  
88M.

(English-made)

**ESTIMATE:** Program material.

**CAST:** Kim Hunter, Gary Merrill, Ron Randell, Zena Marshall, Don Gibson, Elspeth Hoffman, James McLaughlin, Wilbert Smith, Albert Wagstaff, William Rewalt. Directed by Edward Sutherland. Produced by Coolidge Adams.

**STORY:** While Gary Merrill is fighting and flying in Korea, he and photographer Kim Hunter meet, fall in love, and marry in haste. He and close buddy Ron Randell form an air cargo company operating out of Bermuda, but Hunter is kept on the move by her assignments. Merrill and Randell's wife, Zena Marshall, become friendly, and after a romantic interlude he presents her with an inscribed watch intended for Hunter. The cargo in a plane the pair are flying shifts, forcing them to abandon it, but as there is only one parachute, there is only one survivor, Randell. Hunter receives the bad news and the watch.

**X-RAY:** This could go in as program support material with an average yarn, fair performances, adequate direction and production, and some nice scenic effects and photography in and around Bermuda. The plot in the main depends on conversation, which is more than adequately supplied. The screen play is by Robert J. Shaw and Edward Sutherland, based on a story by Al C. Ward and Donald Hyde. This bears a Legion of Decency "B" rating.

**AD LINES:** "You Have To See This Affair In Bermuda To Believe It"; "Two Men And A Woman On The Bermuda Beach."

### The Green Man

COMEDY  
80M.

(English-made)

**ESTIMATE:** Fair screwball comedy.

**CAST:** Alastair Sim, George Cole, Terry Thomas, Jill Adams, Avril Angers, John Chandos, Dora Bryan, Colin Gordon, Eileen Moore, Raymond Huntley, Cyril Chamberlain, Doris Yorke, Arthur Brough, Maria Burke, Vivienne Wood. Produced by Leslie Gilliat; directed by Robert Day; a Lion International Films, Ltd., release.

**STORY:** Alastair Sim, all his life an assassin, is out to bomb Raymond Huntley, a cancer of a public figure, whom he figures had best be removed. Involved in the merry mix-up resolved to save him at the Green Man Inn, where he has gone for a weekend with typist Eileen Moore, are vacuum cleaner salesman George Cole, Jill Adams, youthful neighbor, and many others.

**X-RAY:** This frantic farce may have been a laugh riot in England, but it is a bit too muddled to mean much over here other than in the specialty and art houses. The cast contains a goodly number of English names, headed by Sim, who delivers a performance up to his high

comedy standards. There are quite a few laughs and a fast pace and at times there are decided bedroom overtones to this entry in the screwball class. The screen play is by Sidney Gilliat and Frank Launder from their play "Meet A Body." This bears a Legion of Decency "B" rating.

**AD LINES:** "A Hilarious Comedy Thriller"; "Alastair Sim At His Hilarious Best"; "Lively, Witty, Explosive Fun."

### John And Julie

COMEDY  
82M.

(English-made) (Eastman Color)

**ESTIMATE:** Lightweight but charming adventures of children off to see Coronation.

**CAST:** Colin Gibson, Lesley Dudley, Noelle Middleton, Moira Lister, Wilfrid Hyde White, Sidney James, Megs Jenkins, Joseph Tomelty, Constance Cummings, Patric Doonan, Andrew Cruickshank, Colin Gordon, Winifred Shotter, Mona Washbourne. Produced by Herbert Mason; directed by William Fairchild.

**STORY:** This is the chronicle of Colin Gibson and Lesley Dudley, aged 12 and six, who are determined to win their way past parents, police, and soldiers as they run away to visit the lad's Uncle Ben, who is in the regiment that will ride next to the Queen's Coach at the Coronation.

**X-RAY:** This decidedly lightweight and by nature very English comedy chronicles the heart-warming adventures of two children who steal off to see the Coronation of Princess Elizabeth as Queen. Footage on the coronation parade is adroitly worked in. The child actors are scene stealers, and the supporting adults are more than adequate. The color is subdued and attractive, and where English product can be played this will fit the bill. Elsewhere, it will do as lower half filler or special children's show feature. There is a trumpet solo by Eddie Calvert. The story is from an idea by director Fairchild.

**AD LINES:** "A Delightful Tale"; "Superbly Humorous"; "For The Lark Of Your Life See 'John And Julie'."

## RANK

### Triple Deception

MELODRAMA  
85M.

(English-made)

(Technicolor) (VistaVision)

**ESTIMATE:** High rating English meller.

**CAST:** Michael Craig, Julia Arnall, Brenda De Banzie, Barbara Bates, David Kossoff, Gerard Oury, Geoffrey Keen, Anton Diffing, Eric Pohlmann, Eugene Deckers, Jacques Brunius, Alan Tilvern, Carl Jaffee, Gordon Tanner, Balbina, Violet Gould, John Serrett, Jean Driant, Patrick Westwood, Yves Chanteau. A Julian Wintle Production, produced by Vivian A. Cox; directed by Guy Green.

**STORY:** Michael Craig, officer on a freighter, is persuaded by the Criminal Investigation Authority in Paris, to pose as his dead double, a smuggler of gold, in order to round up the counterfeit gang, who do not know their leader has passed on. He meets Barbara Bates, learns she is another C.I.A. agent. Julia Arnall suspects Craig, tells her boy-friend Eric Pohlmann, who is later killed by Craig in a fight. Craig gets to know all in the gang, including Brenda De Banzie, but still does not know the man at the top. The gang resents his association with Bates. As the day for flying out a huge quantity of counterfeit notes arrives, the gang is split as to Craig's loyalty. He makes a last minute escape to C.I.A. head-

quarters, where he unmasks the master crook.

**X-RAY:** Although the running time could be shortened a bit, the action, color and excitement should easily lift this English offering out of the art house category and make it a boxoffice picture in most any theatre. The usual objections to British offerings for average domestic markets have largely been overcome. The pace is swift, there will be no problem with English accents and the direction and production could easily carry a "Made in the U.S.A." label. Color is excellent, and is easily matched in caliber by the photography and interesting French background. A good old fashioned cops and robbers tale, ably acted out by a group of fine, if unknown performers, this film will fit in nicely on any program. The screen play is by Robert Buckner and Bryan Forbes.

**AD LINES:** "A Thrill A Minute"; "Excitement Runs High In This Undercover Agent Thriller"; "The Famous Criminal Investigation Authority In Operation."

## REPUBLIC

### The Weapon (5611)

MELODRAMA  
80M.

(English-made)

**ESTIMATE:** Fast-paced meller should please.

**CAST:** Steve Cochran, Lizabeth Scott, Herbert Marshall, Nicole Maurey, Jon Whiteley, George Cole, Laurence Naismith, Stanley Maxted, Denis Shaw, Fred Johnson. Presented by Irving H. Levin; produced by Hal E. Chester; directed by Val Guest.

**STORY:** Young Jon Whiteley, son of Lizabeth Scott, widow, finds a gun and accidentally shoots a playmate. Frightened, he hides. Ballistics tests show the gun belonged to a black marketeer who killed an American soldier during the war, and Steve Cochran, Army Intelligence, starts to hunt the boy. He eventually finds that George Cole is the killer, bests him in a fight, rescues the boy, and appears headed for a future with Scott. The wounded boy also recovers.

**X-RAY:** This is a suspense meller that will be a welcome addition to any program. It is well-paced and holds interest all the way. Performances are good, and direction is in the better category. The screen play by Fred Freiberger is a tightly knit one, and the result should please all kinds of audiences.

**AD LINES:** "This Gun Talked . . . Exposing A Killer, Exploding A Secret"; "Four Frightened People . . . And A Killer Waited To Cover Murder With Murder."

## 20TH-FOX

### A Hatful Of Rain (725)

DRAMA  
109M.

(CinemaScope)

**ESTIMATE:** Powerful drama features top performances.

**CAST:** Eva Marie Saint, Don Murray, Anthony Franciosa, Lloyd Nolan, Henry Silva, Gerald O'Loughlin, William Hickey. Produced by Buddy Adler; directed by Fred Zinnemann.

**STORY:** Don Murray, Korean War hero, is addicted to dope, the result of injuries. His brother, Anthony Franciosa, knows and has helped him buy narcotics, but his wife, Eva Marie Saint, believes his strange behavior due to another woman. Lloyd Nolan, father of the boys, berates Franciosa for throwing away his money and is furious when he learns of Murray's addiction. To pay off sinister peddler

Henry Silva, Franciosa sells his car. Murray finally tells Saint of his addiction. She understands, and they call the authorities to begin Murray's cure.

**X-RAY:** This stirred considerable interest on Broadway and is even more powerful on the screen. Its appeal is doubtful, however, as the dope subject is an unpleasant one and the feature is strong, raw dramatic fare. Performances are all excellent, with Franciosa particularly impressive and sure to be a lot bigger after the film gets around. Zinnemann's direction is sure and the author of the play, Michael Gazzo, has fashioned a tight screen play. It's strictly adult entertainment, and there is good comedy relief to ease the dramatic tension.

**TIP ON BIDDING:** Better rates.

**AD LINES:** "A Dramatic Powerhouse . . . A Love That Knew No Bounds"; "He Fashioned His Own Brand Of Hell, Could She Help Him Escape?"

**Island In The Sun (721)** DRAMA 119M.

(CinemaScope) (Color by DeLuxe)

**ESTIMATE:** Off-beat drama has lots to offer.

**CAST:** James Mason, Joan Fontaine, Dorothy Dandridge, Joan Collins, Michael Rennie, Diana Wyngard, John Williams, Stephen Boyd, Patricia Owens, Basil Sydney, John Justin, Ronald Squire, Hartley Power, Harry Belafonte. Produced by Darryl F. Zanuck; directed by Robert Rossen.

**STORY:** On an island in the West Indies, plantation owner James Mason is highly jealous of his wife, Patricia Owens, and he broods about suspected attentions paid her by Michael Rennie. His standing in the community and his self esteem is dealt a severe blow when he finds out via a newspaper story that he has some colored blood. In a jealous rage, he murders Rennie and later discovers his dealings with Owens were innocent. The island also sees society playgirl Joan Fontaine falling in love with labor leader Harry Belafonte, but this comes to naught when he refuses to marry her, knowing a mixed marriage will cause only trouble. Another romance takes place between the white aide to the governor, John Justin, and colored Dorothy Dandridge. Rather than give her up, he resigns and takes her to England where he can complete a novel. Still another romance occurs between the sister of Mason, Joan Collins, and Stephen Boyd, the son of the governor. She refuses to marry him when the story comes out about colored blood in the family until the mother confesses that her husband is not really the girl's father. Mason debates suicide but, instead, surrenders to the police to pay his debt.

**X-RAY:** Highly interesting and at times fascinating are the proceedings, to say nothing about their off-beat as far as the screen is concerned. In the film's favor are a competent and well-known cast, colorful settings, and scenery of the West Indies, where much of this was filmed, an unusual story, situations that compel attention and will further controversy, and a selling campaign calculated to bring in audiences. On the other hand, some theatres will have to think twice about playing this entry. In the south, the mixed romances between white and Negro performers might not be appreciated. Also, the story seems to ramble in the telling. Word-of-mouth and the fact that it was based on a popular novel should react in the film's favor. The screen play is by Alfred Hayes based on the novel by Alec Waugh.

**TIP ON BIDDING:** Higher rates in many situations.

**AD LINES:** "You Must See What Happens On This 'Island In The Sun'"; "This

Is The Big Film They Are All Talking About"; "A Subject Never Treated On Screen Before—It's based On The Shocking Best Seller Everyone Is Talking About."

**UNITED ARTISTS**

**Bayou**

DRAMA 88M.

(Ripps)

**ESTIMATED:** Filler for lower half.

**CAST:** Peter Graves, Lita Milan, Douglas Fowley, Tim Carey, Jonathan Haze, Edwin Nelson, Eugene Sondfield, Evelyn Hendrickson, Milton Schneider, Michael R. Romano. Executive producer, M. A. Ripps; directed by Harold Daniels.

**STORY:** Peter Graves, northern architect, arrived in the bayou country to try for a building project. He meets swamp girl Lita Milan and finds himself in love with her. His attention brings on the hatred of area bully Tim Carey, and eventually they have a battle over Milan. Graves wins and decides to take her away with him to be married.

**X-RAY:** This should do well in the bayou country in and around New Orleans and other cities bordering on the swamps, where the dialogue and dialect will be appreciated as will the swamp settings and people. Elsewhere, the goings on will prove only fair entertainment with the dialogue hard to fathom, the story only moderately interesting, and the direction and production sub-standard. It's just filler for the lower half. The story and screen play are by Edward L. Fessler.

**AD LINES:** "Bold, Brutal And Barbaric"; "Swamp Thrills In The Bayou Country"; "Two Men Fight Over A Wild Swamp Beauty Deep In The Bayou—Winner Take All."

**The Monte Carlo Story**

COMEDY 99M.

(Titanus)

(Technirama) (Technicolor)  
(Made in Europe)

**ESTIMATE:** Colorful comedy, but slow in spots.

**CAST:** Marlene Dietrich, Vittorio DeSica, Arthur O'Connell, Natalie Trundy, Jane Rose, Clelia Matania, Alberto Rabagliati, Mischa Auer, Renato Rascel, Carlo Rizzo, Truman Smith. Produced by Titanus Films; executive producer, Marcello Girossi; directed by Samuel Taylor.

**STORY:** Vittorio DeSica, inveterate gambler in Monte Carlo, is financed by his former servants. When the debt reaches alarming proportions, they decide he must marry wealth. DeSica picks out Marlene Dietrich, not knowing that she, too, is penniless. They fall in love, but learn of the mutual deception. Dietrich sets her cap for wealthy American Arthur O'Connell, whose daughter, Natalie Trundy is attracted to DeSica. DeSica, inspired by Trundy, starts to win big at roulette, and makes enough to pay his debts. Dietrich, about to leave with O'Connell, realizes she loves DeSica, and they are united to gamble together in the future.

**X-RAY:** This comedy has its moments, and the Technicolor provides some beautiful glimpses of Monte Carlo. However, there is a certain European slowness to the proceedings and the result seems best suited for the more sophisticated metropolitan audiences. DeSica and Dietrich make a charming couple, and the gambling environment provides some laughs. Trundy is an interesting newcomer. Some judicious cutting would help. Screen play is by Taylor.

**AD LINES:** "A Delightful Continental Comedy"; "Do Love And Roulette Really Mix?"

**Sweet Smell Of Success**

DRAMA 96M.

(Hecht-Hill-Lancaster)

**ESTIMATE:** Unpleasant drama has good name values.

**CAST:** Burt Lancaster, Tony Curtis, Susan Harrison, Marty Milner, Sam Levene, Barbara Nichols, Jeff Donnell, Joseph Leon, Edith Atwater, Emile Meyer, Joe Frisco, David White, Lawrence Dobkin, Lurene Tuttle, Queenie Smith, Autumn Russell, Jay Adler, Lewis Charles. Produced by James Hill; executive producer, Harold Hecht; directed by Alexander Mackendrick.

**STORY:** Powerful columnist Burt Lancaster enlists the aid of fawning press agent Tony Curtis in breaking up the romance of his sister, Susan Harrison, and musician Marty Milner. The shady Curtis has a false item published in a rival column calling Milner a Red and a dope addict and costing him his job. Lancaster, attempting to keep his sister by his side, claims no knowledge of the situation. Harrison for the first time rebels against his domination and he decides to destroy Milner completely. He has Curtis plant dope in Milner's pocket. The musician is arrested and beaten by a crooked cop in debt to Lancaster. Harrison threatens suicide. She finally leaves Lancaster by himself. Curtis realizes that there is no reward for his actions as well.

**X-RAY:** Seldom have so many unpleasant people been involved in a single story. This drama boasts excellent performances, including a surprising dramatic job by Curtis, but it seems that its appeal will be limited. Certainly, it is for adults only, and its best chances will be in metropolitan areas where such diabolical columnists as portrayed by Lancaster are sometimes encountered. Harrison is an interesting new face. The sheer unpleasantness of the people and the story, however, are likely to be remembered long after the excellent performances are forgotten. Screen play is by Clifford Odets and Ernest Lehman.

**TIP ON BIDDING:** Better rates.

**AD LINES:** "The Great White Way . . . And The Punks That Think They Own It"; "He Lived For Power . . . Was It Enough?"; "That Something Different You've Been Waiting For."

**Trooper Hook**

WESTERN 81M.

(Fielding)

**ESTIMATE:** Good outdoor action yarn for the program.

**CAST:** Joel McCrea, Barbara Stanwyck, Earl Holliman, Edward Andrews, John Dehner, Susan Kohner, Royal Dano, Terry Lawrence, Celia Lovsky, Rodolfo Acosta, Stanley Adams. Produced by Sol Fielding; directed by Charles Marquis Warren.

**STORY:** When a squadron of Cavalry led by sergeant Joel McCrea attacks and arrests killer Apache leader Rodolfo Acosta and his tribe, white woman Barbara Stanwyck and a son belonging to Acosta are found. McCrea is assigned as escort, and enroute Stanwyck receives some of samples of intolerance of other whites. Acosta escapes, tries to recapture his son, but McCrea outwits him. John Dehner, her former husband, is glad to see Stanwyck but refuses to accept the child, Terry Lawrence. As Stanwyck starts to leave, Acosta attacks and is killed during the gunplay as is Dehner. McCrea proposes to Stanwyck, and she agrees to wait until his enlistment is up.

**X-RAY:** A neat entry for the program uses an off-beat yarn about Indians and whites to sustain interest. There's a goodly

amount of action, suspense, and gunplay which should keep most action fans satisfied, while the intolerance angle is something different as well. The cast does a good job, with smart direction and production also to be found. The screen play is by Charles Marquis Warren, David Victor, and Herbert Little, Jr., based on a story by Jack Schaefer.

TIP ON BIDDING: Fair program rates.

AD LINES: "A Story Of Unusual People In The Early Days Of The West"; "She Was A Woman Scorned . . . He Was A Man To Defend Her."

## The Vampire

MELODRAMA  
74M.

(Gramercy)

ESTIMATE: Horror entry for lower half.

CAST: John Beal, Coleen Gray, Kenneth Tobey, Lydia Reed, Dabbs Greer, Herb Vigran, Paul Brinegar, Ann Staunton, James Griffith. Produced by Arthur Gardner, Jules Levy, and Arnold Laven; directed by Paul Landres.

STORY: Small town doctor John Beal is summoned to the side of a dying scientist, who turns over some pills, the outcome of years of research. Beal pockets them and forgets about them. When he has a migraine headache he sends his young daughter to get a pill from his coat pocket and she takes a wrong one which he doesn't discover until one of his patients dies mysteriously. Other pills are sent to the lab and he learns that the experiments were to regress the animal brain and that the pills are habit forming. He tries to stop taking them to no avail, and every time he takes one there is a new victim. He sends his daughter away. Evidence finally leads policeman Kenneth Tobey to Beal. They are forced to kill him when he becomes a raving maniacal beast.

X-RAY: Moderately successful in the horror department is this story that should find its niche on the lower half and should keep interest fairly well concentrated on the screen as the actors, director, and producers carry on in accepted fashion. The story and screen play are by Pat Fielder.

AD LINES: "The Vampire Strikes And Men And Women Die Mysteriously"; "The Real Identity Of The Killer Would Shock A City To Its Foundations"; "Murder Sweeps The Streets As The Vampire Roams The Night."

## U-International

### Doctor At Large

COMEDY  
98M.

(English)

(Eastman Color) (VistaVision)

ESTIMATE: Highly humorous import.

CAST: Dirk Bogarde, Muriel Pavlow, Donald Sinden, James Robertson Justice, Shirley Eaton, Derek Farr, Michael Medwin, Freda Bamford, Abe Barker, Martin Benson. Produced by Betty E. Box; directed by Ralph Thomas.

STORY: When young doctor Dick Bogarde tries for a staff position with a hospital, he accidentally runs afoul of head doctor James Robertson Justice and loses out. He takes on a number of different positions to gain experience. While on a holiday, he befriends and assists a member of the board of Justice's hospital and convinces the latter he is of value. He gets the coveted appointment and a chance to learn surgery. He even gets attractive associate doctor Muriel Pavlow to marry him.

X-RAY: There are a number of amus-

ing situations and scenes to be found here, and the effort as a whole should be appreciated in the art and specialty spots, especially where predecessors in the "Doctor" series have gone over. The acting is good and the direction and production efficient and well-done. A sneak preview in an art house had much of the audience amused and entertained, while a few were critical of the sound and dialogue. As a result, the film was viewed in a projection room a second time. Here, the on-screen happenings came across with greater clarity and impact, and the dialogue was quite understandable. The entry is light, gay, and good for adults. The screen play in by Nicholas Phipps, based on the novel by Richard Gordon.

AD LINES: "The Latest And Funniest Of The Doctor Series"; "This Doctor Had A Way With Women"; "Laugh Your Blues Away When The Doctor Goes A-Visiting."

### Interlude (5728)

DRAMA  
89M.

(CinemaScope)  
(Technicolor)

ESTIMATE: Powerful romance should appeal to femme trade.

CAST: June Allyson, Rossano Brazzi, Marianne Cook, Françoise Rosay, Keith Andes, Frances Bergen, Lisa Helwig, Herman Schwedt, Anthony Tripoli, John Stein, Jane Wyatt. Produced by Ross Hunter; directed by Douglas Sirk.

STORY: June Allyson arrives in Germany to work as a librarian, and she is attracted to Rossano Brazzi, world famous conductor. She brushes off Doctor Keith Andes. She meets the mentally ill wife of Brazzi, Marianne Cook. When the latter decides to commit suicide rather than lose Brazzi, Allyson saves her and sees that she must give Brazzi up. She asks Andes to take her back with him when he goes home to America the next day.

X-RAY: Long on romance and drama, this entry has beauty of background as well as situations that should appeal to the femme trade which appreciates love and a chance to wet a handkerchief. The situations are delicately handled, and the story holds interest for those who would be interested in the subject. The cast is fine, and the fact that it was shot abroad adds to the overall production value, lending an air of authenticity to the proceedings. Direction and production are good. The screenplay is by Daniel Fuchs and Franklin Coen.

TIP ON BIDDING: Higher bracket in some situations.

AD LINES: "Their Love Was Made To Outlast Time"; "She Loved Him Dearly, But So Did His Wife"; "A Story For Adults Who Appreciate Fine Drama."

### Joe Dakota (5730)

WESTERN  
79M.

(Eastman Color)

ESTIMATE: Good off-beat western for the program.

CAST: Jock Mahoney, Luana Patten, Charles McGraw, Barbara Lawrence, Claude Akins, Lee Van Cleef, Anthony Caruso, Paul Birch, George Dunn, Steve Darrell, Rita Lynn, Gregg Barton. Produced by Howard Christie; directed by Richard Bartlett.

STORY: Stranger Jock Mahoney rides into a tiny California town to discover most of the populace engaged in drilling an oil well on land owned by an absent Indian. He meets pretty Luana Patten. She finds out the Indian was a friend of his and tells him he was hung for attempting to molest her and that he had sold his place to Charles McGraw, who is in charge of the oil project. Mahoney

proves he owns the land, and during the ensuing squabble also proves that the dead Indian was framed by McGraw. The latter is jailed. The oil goes up in flames, and the townfolk become human and friendly once again. Mahoney decides it's a nice place to be, especially with Patten.

X-RAY: A different and interesting yarn is to be found here, one that concerns a small town in the west, its people, and how they reacted to circumstances and events that changed their lives. There's action, good performances, and capable direction and production so that the end result is a good bet for the program. Screen play is by William Talman and Norman Jolley, and Mahoney is impressive in the lead. There is a song, "The Flower Of San Antone."

TIP ON BIDDING: Fair program price.

AD LINES: "Keep Your Guns Ready When You Follow Joe Dakota"; "He Had An Oil Well On His Property And A Girl In Town But Both Were Too Hot To Handle"; "He Had To Fight The Whole Town."

### The Midnight Story (5726)

MELODRAMA  
89M.

ESTIMATE: Interesting, well made melodrama.

CAST: Tony Curtis, Marisa Pavan, Gilbert Roland, Jay C. Flippen, Argentina Brunetti, Ted de Corsia, Richard Monda, Kathleen Freeman, Herbert Vigran, Peggy June Maley, John Cliff, Russ Conway, Chico Vejar, Helen Wallace, James Hyland. Produced by Robert Arthur; directed by Joseph Pevney.

STORY: Traffic cop Tony Curtis is outraged when a parish priest is murdered. He suspects Gilbert Roland and resigns to make his own investigation. He wins Roland's confidence, and Roland takes him into his home where he meets Marisa Pavan, a cousin from Italy. He falls in love with her and they plan to wed, but he quietly continues his investigation. He forces Roland to confess. While trying to get away, Roland is killed in a traffic accident. Wanting to protect the family he now loves, Curtis denies he heard Roland admit to the crime.

X-RAY: This holds the interest throughout. It is melodrama with a touch of mystery and also contains warmth, romance, and even bits of humor. It should satisfy all who see it. It starts off with a bang and maintains a steady level of interest. The cast is good, as are direction and production. Screen play is by John Robinson and Edwin Blum from a story by the latter.

TIP ON BIDDING: Higher program rates.

AD LINES: "Murder Will Out"; "A Big Story About The Big City"; "The Strangest Manhunt In The History Of Crime."

### Night Passage (5752)

MELODRAMA  
90M.

(Technicolor) (Technirama)

ESTIMATE: Entertaining outdoor action entry.

CAST: James Stewart, Audie Murphy, Dan Duryea, Dianne Foster, Elaine Stewart, Brandon De Wilde, Jay C. Flippen, Bob Wilke. Produced by Aaron Rosenberg; directed by James Neilsen.

STORY: One time railroad trouble shooter James Stewart looking for a job is given a railroad payroll to take up to the end of track. It had been stolen several times prior by Dan Duryea and his gang of outlaws. When the hold-up takes place, Stewart hands the money to youngster Audie Murphy, who also happens to be Stewart's brother. They ride off holding railroad executive Jay C. Flippen's wife, Elaine Stewart, as hostage. Stewart follows them to their



hideout, showing about the time that Dianne Foster, who was in love with Murphy, arrives. She tries to persuade him to go straight but he refuses. Stewart forces a showdown and Murphy supports him, being fatally wounded. The outlaws are eliminated, Stewart returns with money, hostage, and Foster as a future wife.

**X-RAY:** This moves smart and fast and holds interest while doing so. In addition, it's got a valuable name cast which performs well, scenic beauty enhanced by the use of the Technirama process which provides unusual clarity, and a yarn that holds up well. Where this type of outdoor action yarn goes, this should be well received. It should make up well as part of the show. There's lots of gun play, intrigue, some sympathetic scenes, and bits of romance, as well as colorful settings and a few comedy bits. As an added inducement, Stewart sings several songs, "Follow The River" and "You Can't Get Far Without A Railroad." The screen play is by Borden Chase, based on a story by Norman A. Fox.

**TIP ON BIDDING:** Higher program rates.  
**AD LINES:** "He Had To Prove Himself To Everyone With Gun In Hand"; "He Had To Get Through . . . His Whole Future Was At Stake"; "An Action-Filled Adventure Yarn That Pits Brother Against Brother."

## WARNERS

**The Curse Of Frankenstein (620)** MELODRAMA 83M.

(English-made) (Color)

**ESTIMATE:** Gruesome horror item.  
**CAST:** Peter Cushing, Christopher Lee, Hazel Court, Robert Urquhart, Valerie Gaunt, Noel Hood, Marjorie Hume, Melvyn Hayes, Sally Walsh. Executive producer, Michael Carreras; producer, Anthony Hinds; associate producer, Anthony Nelson-Keys; directed by Terence Fisher.  
**STORY:** Awaiting the death sentence, Peter (Baron Frankenstein) Cushing tells the story of how he came to be there. He found the secret of creating life and put together a man, using eyes, hands, a brain, etc., where he could find them. His assistant, Robert Urquhart, refused to have anything to do with it and tried to persuade him to drop the project, but he can't. Cushing's fiancée, Hazel Court, almost becomes a victim of the monster. They are forced to kill the thing, and Cushing is arrested and sentenced to hang. Urquhart falls in love with Court and plans to look after her after making sure Cushing will die for his crimes.

**X-RAY:** This horror entry is not for the youngsters as some of the scenes are on the gruesome side. It is interesting enough, the performances are good, and the direction and production are okay. The cast is unknown, and in the selling, the title will prove the only asset. Where audiences go for horror, this will be appreciated as part of the program. The original screen play is by James Sangster.

**AD LINES:** "Man-Made Horror Thrills As It Chills"; "A Horror Experience For Adults Only"; "The Master Monster Maker Of Them All In His Latest Screen Adventure."

**X, The Unknown (619)** MELODRAMA 80M.  
 (English-made)

**ESTIMATE:** Okay science fiction entry for lower half.  
**CAST:** Dean Jagger, Edward Chapman, Leo McKern, William Lucas, John Harvey, Peter Hammond. Michael Ripper,

Anthony Newley. Produced by Anthony Hinds; directed by Leslie Norman.

**STORY:** Atomic scientist Dean Jagger is summoned to a giant fissure that has been opened in the earth following an explosion during Army maneuvers. He comes to the conclusion that there are forces beneath the top of the earth that find themselves in need of atomic energy to exist. After an invasion and procurement of such energy the unknown menace returns to the earth. He sets an electronic trap which destroys the shapeless creature, but he is doubtful whether they have heard the end of the creatures beneath the earth.

**X-RAY:** This time the menace to the world comes from beneath the earth's surface, and there is enough suspense to attract and hold interest despite a yarn that takes its time in the telling. It should make up well as a lower half entry with okay performances, and good direction and production. Where other science fictions have pleased, this should be ade-

quately received. The story and screen play are by Jimmy Sangster.

**AD LINES:** "The Monster From Beneath The Deep Threatened The World"; "Nothing Could Stop It . . . Until Science Took A Chance"; "The Story About The Gamble That Saved The World."

## The Shorts Parade

### TWO REEL

#### Comedy

**SPACE SHIP SAPPY.** Columbia—Three Stooges. 16m. The three stooges land on a planet, get involved with huge women, and barely escape to return back to earth. **GOOD.** (1407).

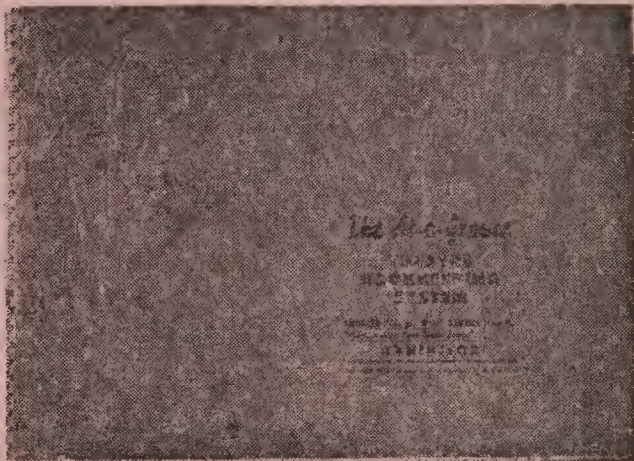
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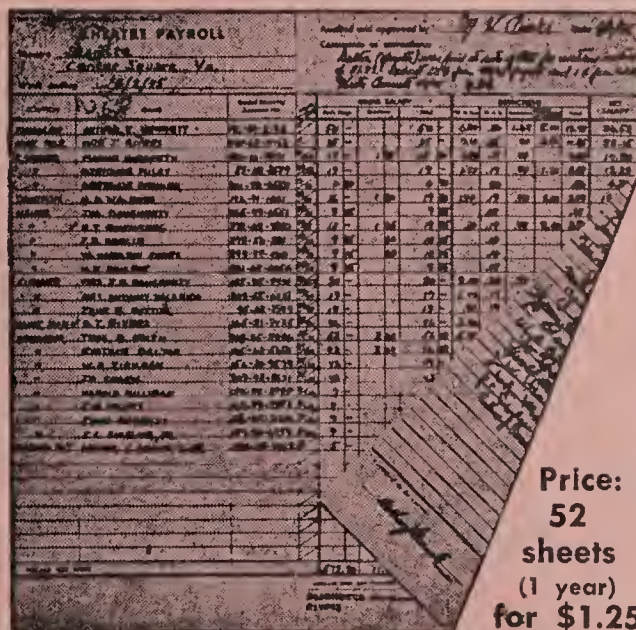
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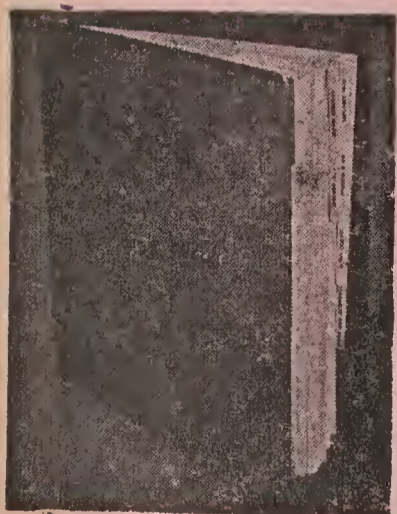
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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

**The Shorts Parade**

(Continued from page 4345)

**Novelty**

UNDERSEA CONQUEST. Lexington Productions. 18m. Color. Divers probe the waters around the Bahamas armed with spears and come up with a giant sting ray, barracuda, a three hundred pound giant sea bass, and battle with a baby sand shark. There's excitement and color. GOOD.

**Serial**

THE GREEN ARCHER. Columbia Serial Reissue. November, 1940, in 15 Chapters. Victor Jory, Iris Meredith, James Craven, Robert Fiske, Dorothy Fay, Forrest Taylor, Jack Ingram, others. Directed by James W. Horne. Written by Edgar Wallace, this has a lot of action, a lot of hoke, and a lot of phoney stuff even kid audiences will not swallow. It should do for the Saturday matinees, but is no world beater. FAIR.

**ONE REEL**

**CinemaScope Color Cartoons**

FEEDIN' THE KIDDIE. MGM—Cinema-Scope Cartoon. 8m. Jerry receives

a visit from a cousin for Thanksgiving who starts eating everything in sight. Tom tries to prevent this but it's a losing fight and finally in the spirit of the season peace is declared. As all three sit down to eat, the turkey is demolished by the small visitor before the others get a chance to dig in. GOOD.

GRIN AND SHARE IT. MGM—Cinema-Scope Cartoon. 7m. Droopy and Butch have been digging for gold for 20 years and have become close buddies. Suddenly they strike a vein and Butch persuades Droopy to sign an agreement leaving all to the surviving member after which he tries to get rid of Droopy in all sorts of ways but Droopy comes out on top with the gold unintentionally. GOOD.

SCAT CATS. MGM—CinemaScope Cartoon. 7m. Spike and Tyke are left to guard the house when the master and wife leave. The cat inside overhears this and invites his buddies for a party but they have difficulty getting by the dogs. Tyke becomes a hero for his valiant efforts which result in success. GOOD.

TIMID TABBY. MGM—CinemaScope Cartoon. 7m. Tom's twin comes to visit

him and as he is afraid of mice Jerry thinks he has Tom scared until Tom really goes after him. The double appearance of the two drives Jerry almost out of his wits and out of the house. GOOD.

**Color Cartoon**

PHONEY BALONEY IN AFRICAN JUNGLE HUNT. 20th-Fox—Terrytoon. 7m. Phoney Baloney tries to join the circus. FAIR. (5733).

**Color Novelty**

WAIF INTERNATIONAL BALL. Columbia—Screen Snapshots. 9m. The stars of Hollywood gather to celebrate the founding a few years ago of an international adoption agency headed by Jane Russell. GOOD. (1853).

THE WALTER WINCHELL PARTY. Columbia—Screen Snapshots. 9m. A party in the film capital is given for Walter Winchell, and among those seen are Bob Hope, Jack Benny, George Gobel, Hedda Hopper, Louella Parsons, Susan Hayward, Jayne Mansfield, and some mystery guests. GOOD. (1854).

ALPHABETICAL GUIDE
To 378 Features Reviewed
Since The Sept. 5, Issue

This index covers features reviewed thus far during the 1956-57 season in addition to features of the 1955-56 season reviewed after the issue of Sept. 5, 1956.—(Ed.)

Table listing movies under letter A (Abandon Ship to Autumn Leaves), B (Baby and the Battleship to Buster Keaton Story), C (Calling Homicide to Curucu), D (Dance Hall Racket to Duel at Apache Wells), E (Earth vs. the Flying Saucers to Everything but the Truth), and F (Face in the Crowd).

Table listing movies under letters G, H, I, J, K, L, and M (Gamma People to Man is Armed).

Table listing movies under letters N, O, P, Q, R, S (Naked Eye to Snow Was Black).

(Continued on page 4347)

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted to distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

NOW IN GENERAL RELEASE											
A.A.	COLUMBIA	M.G.M.	PARAMOUNT	RANK	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.	
<b>Hold That Hypnotist</b> Bowery Boys	<b>The Phantom Stagecoach</b> William Bishop, Kathleen Crowley	<b>Invitation To The Dance</b> (TC) Gene Kelly	<b>Hollywood Or Bust</b> (VV-TC) Dean Martin, Jerry Lewis	<b>Reach For The Sky</b> Kenneth More	<b>Accused Of Murder</b> (Trucolor-Naturama) David Brian, Vera Ralston	<b>Bad Lands Of Montana</b> Rex Reason, Margia Dean (Regalscope)	<b>The Iron Sheriff</b> Sterling Hayden, Constance Ford (Grand)	<b>Public Pigeon No. 1</b> (TC) Red Skelton, Vivian Blaine, Janet Blair (RKO)	<b>The Spirit Of St. Louis</b> (CS-WC) James Stewart	<b>Runway Daughters</b> (American-Int.) Marla English, John Litel	
<b>Footsteps In The Night</b> Bill Elliott	<b>The Strange One</b> Ben Gazzara, Julie Wilson	<b>Lizzie</b> Eleanor Parker, Richard Boone, Joan Blandell	<b>The Rainmaker</b> (VV-TC) Burt Lancaster, Katharine Hepburn	<b>Checkpoint</b> (EC) Anthony Steel	<b>Duel At Apache Wells</b> (Naturama) Anna Marie Albergheiti, Ben Cooper, Jim Davis	<b>The Way To The Gold</b> (CS) Jeffrey Hunter, Sheree North, Barry Sullivan	<b>12 Angry Men</b> Henry Fonda, Lee J. Cobb (Orion-Nava)	<b>The Kettles On Old MacDonald's Farm</b> Marjorie Main, Parker Fennelly	<b>The Counterfeit Plan</b> Zachary Scott, Peggie Castle (English-made)	<b>Shake, Rattle and Rock</b> (American-Int.) Fats Domino, Lisa Grave	
<b>The Badge Of Marshal Brennan</b> Jim Davis, Arleen Whelan	<b>Abandon Ship</b> Tyronne Power, Mai Zetterling, Lloyd Nolan (English-made)	<b>Designing Woman</b> (CS-Color) Gregory Peck, Lauren Bacall	<b>Fear Strikes Out</b> (VV) Anthony Perkins, Norma Moore	<b>Battle Hell</b> (DCA) (English-made) Richard Todd	<b>Affair In Reno</b> (Naturama) John Lund, Doris Singleton, John Archer	<b>War Drums</b> Lex Barker, Joan Tyler (Bel-Air)	<b>The Girl In The Kremlin</b> Lex Barker, Zsa Zsa Gabor	<b>Untamed Youth</b> Mamie Van Daren, Lori Nelson, John Russell	<b>The Medicine Bend</b> Pandolph Scott, James Craig, Angie Dickinson	<b>Flesh and The Spur</b> (Eastman Color) John Algar, Marla English (American-Int.)	
<b>Dragon Wells</b> Massacre (CS-Color) Berry Sullivan, Mona Freeman, Dennis O'Keefe Katy Jurado	<b>Hellcats Of The Navy</b> Ronald Reagan, Nancy Davis	<b>The Vintage</b> (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer	<b>Funny Face</b> (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	<b>The Green Man</b> (DCA) (English-made) Alastair Sim, Jill Adams	<b>Hell's Crossroads</b> (Naturama) Stephen MacNally, Peggie Castle, Bartan MacLane	<b>Monkey On My Back</b> Cameron Mitchell, Dianne Foster (Small)	<b>The Deadly Manitis</b> Craig Stevens	<b>Shoot Out At Medicine Bend</b> James Craig, Angie Dickinson	<b>The Winning Team</b> (RE) Doris Day	<b>Naked Paradise</b> (Pathe Color) Richard Denning, Beverly Garland (American-Int.)	
<b>The Persuader</b> James Craig, Kristine Miller	<b>Sierra Stranger</b> Robert Duff, Gloria McGhee	<b>Gaslight</b> (RE)	<b>The Buster Keaton Story</b> (VV) Rhonda Fleming Donald O'Connor, Ann Blyth,	<b>Every Second Counts</b> (Subtitled) Barbara Laage	<b>Spoilers Of The Forest</b> (Naturama-Trucolor) Rod Cameron, Vera Ralston	<b>The Ride Back</b> Anthony Quinn, Lita Milan (Associates and Aldrich)	<b>The Young Stranger</b> James MacArthur, Kim Hunter (RKO)	<b>Man Afraid</b> (CS) George Nader, Phyllis Thaxter, Tim Hovey	<b>The Bachelor</b> (CS-TC) Debbie Reynolds, Leslie Nielsen	<b>The Undead</b> Richard Garland, Pamela Duncan (American-Int.)	
<b>Destination 60,000</b> Preston Foster, Jeff Donnell	<b>The Garment Jungle</b> Lee J. Cobb, Kerwin Mathews, Gia Scala	<b>The Pastman Always Rings Twice</b> (RE)	<b>Gunfight At The O.K. Corral</b> (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming	<b>The Miller's Beautiful Wife</b> (Subtitled) (TC) Vittorio De Sica Sophia Loren	<b>Man In The Road</b> Derek Farr, Ella Raines (English-made)	<b>Ballout At 43,000</b> John Payne, Karen Steele (Pine-Thomas)	<b>Tammy And The Bachelor</b> (CS-TC) Debbie Reynolds, Leslie Nielsen	<b>The Young Man With A Horn</b> (RE) Kirk Douglas	<b>The West Point Story</b> (RE) James Cagney	<b>Veadoo Woman</b> Marla English, Tam Canway, Touch Cancars (American-Int.)	
<b>The Oklahoman</b> (CS-Color) Joel McCrea, Barbara Hale	<b>The Burglar</b> Dan Duryea, Jayne Mansfield	<b>Tarzan And The Last Safari</b> Gordon Scott, Betta St. John	<b>The Lonely Man</b> (VV) Jack Palance, Anthony Perkins, Elaine Aiken	<b>The Lawless Eighties</b> (Naturama) Buster Crabbe Marilyn Saris	<b>Gun Duel In Durango</b> George Montgomery, Ann Robinson (Peerless)	<b>The Young Stranger</b> James MacArthur, Kim Hunter (RKO)	<b>The Bachelor</b> (CS-TC) Debbie Reynolds, Leslie Nielsen	<b>The West Point Story</b> (RE) James Cagney	<b>The Undead</b> Richard Garland, Pamela Duncan (American-Int.)	<b>Veadoo Woman</b> Marla English, Tam Canway, Touch Cancars (American-Int.)	
<b>Storm Out Of The West</b> Lois Maxwell, Derek Bond	<b>Beyond Mombasa</b> (TC) Cornel Wilde, Donna Reed	<b>This Could Be The Night</b> (CS) Jean Simmons, Paul Douglas, Joan Blandell	<b>The Lonely Man</b> (VV) Jack Palance, Anthony Perkins, Elaine Aiken	<b>The Lawless Eighties</b> (Naturama) Buster Crabbe Marilyn Saris	<b>Gun Duel In Durango</b> George Montgomery, Ann Robinson (Peerless)	<b>The Young Stranger</b> James MacArthur, Kim Hunter (RKO)	<b>The Bachelor</b> (CS-TC) Debbie Reynolds, Leslie Nielsen	<b>The West Point Story</b> (RE) James Cagney	<b>The Undead</b> Richard Garland, Pamela Duncan (American-Int.)	<b>Veadoo Woman</b> Marla English, Tam Canway, Touch Cancars (American-Int.)	

PROMISED FOR EARLY RELEASE											
A.A.	COLUMBIA	M.G.M.	PARAMOUNT	RANK	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.	
<b>Let's Be Happy</b> (CS-TC) Tony Martin, Vera-Ellen	<b>The Night The World Exploded</b> Kathryn Grant, William Leslie	<b>The Little Hut</b> (Color) Ava Gardner, Stewart Granger, David Niven (Made in England)	<b>Omar Khayyam</b> (VV-TC) Cornel Wilde, Debra Paget	<b>RANK</b> Value For Money (TC-VV) John Gregson Diana Dors	<b>The Weapon</b> Steve Cochran, Elizabeth Scott, Herbert Marshall	<b>Lure Of The Swamp</b> Marshall Thompson Joan Vahs	<b>Saint Jaan</b> Richard Widmark, Jean Seberg (Preminger)	<b>Joe Butterfly</b> (CS-TC) Audie Murphy George Nader Burgess Meredith	<b>Strangers On A Train</b> (RE) Farley Granger	<b>If All The Guys In The World</b> (French-made) (Buena Vista)	
<b>Spook Chasers</b> Bowery Boys	<b>The Giant Claw</b> Jeff Morrow, Mara Corday	<b>The Seventh Sin</b> (CS) Eleanor Parker, Bill Travers, George Sanders	<b>For Whom The Bell Tolls</b> (RE) (TC) Gary Cooper, Ingrid Bergman	<b>Time Is My Enemy</b> (TC-VV) Dennis Price Renee Asherson	<b>Journey To Freedom</b> Jacques Scott Genevieve Aumont	<b>Sweet Smell Of Success</b> Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	<b>The Midnight Story</b> (CS) Tony Curtis, Marisa Pavan, Gilbert Roland	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Johnny Tremain</b> (TC) (Disney)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	
<b>Hot Rod Rumble</b> Leigh Snowden, Wright King	<b>The Heart Of Show Business</b> (Ralph Staub)	<b>Something Of Value</b> Rock Hudson, Dana Wynter, Wendy Hiller	<b>Triple Deception</b> (TC-VV) Michael Craig	<b>The Lawless Eighties</b> (Naturama) Buster Crabbe Marilyn Saris	<b>Sweet Smell Of Success</b> Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	<b>The Midnight Story</b> (CS) Tony Curtis, Marisa Pavan, Gilbert Roland	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Johnny Tremain</b> (TC) (Disney)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	
<b>Aqua Dive Girl</b> Mara Corday, Pat Conway	<b>Fire Down Below</b> (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon	<b>The Bride Goes Wild</b> (RE)	<b>Out Of The Clouds</b> (EC) Anthony Steel	<b>The Lawless Eighties</b> (Naturama) Buster Crabbe Marilyn Saris	<b>Sweet Smell Of Success</b> Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	<b>The Midnight Story</b> (CS) Tony Curtis, Marisa Pavan, Gilbert Roland	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Johnny Tremain</b> (TC) (Disney)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	
<b>Love In The Afternoon</b> Gary Cooper Audrey Hepburn Maurice Chevalier	<b>20 Million Miles Ta Earth</b> William Hopper, Joan Taylor	<b>Our Vines Have Tender Grapes</b> (RE)	<b>The Third Key</b> Jack Hawkins	<b>The Lawless Eighties</b> (Naturama) Buster Crabbe Marilyn Saris	<b>Sweet Smell Of Success</b> Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	<b>The Midnight Story</b> (CS) Tony Curtis, Marisa Pavan, Gilbert Roland	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Johnny Tremain</b> (TC) (Disney)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	
<b>The Disembodied</b> Paul Burke Allison Hayes	<b>The 27th Day</b> Gene Barry, Valerie French	<b>Men On Fire</b> Bing Crosby Inger Stevens Mary Fickett	<b>Mademoiselle Strip-Tease</b> (Subtitled) Brigitte Bardot	<b>The Lawless Eighties</b> (Naturama) Buster Crabbe Marilyn Saris	<b>Sweet Smell Of Success</b> Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	<b>The Midnight Story</b> (CS) Tony Curtis, Marisa Pavan, Gilbert Roland	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Johnny Tremain</b> (TC) (Disney)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	
<b>Daughter Of Dr. Jekyll</b> John Agar Gloria Talbot	<b>Silk Stockings</b> (CS-MetroColor) Fred Astaire Cyd Charisse Janis Paige	<b>Loving You</b> Elvis Presley Elizabeth Scott Wendell Corey (VV-TC)	<b>Mademoiselle Strip-Tease</b> (Subtitled) Brigitte Bardot	<b>The Lawless Eighties</b> (Naturama) Buster Crabbe Marilyn Saris	<b>Sweet Smell Of Success</b> Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	<b>The Midnight Story</b> (CS) Tony Curtis, Marisa Pavan, Gilbert Roland	<b>Young Man With A Horn</b> (RE) Kirk Douglas	<b>Johnny Tremain</b> (TC) (Disney)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	<b>Hal Stalmaster,</b> Luana Patten, Jeff York (Buena Vista)	
<b>Dina</b> Sal Mineo Susan Kohner Brian Keith											

SYMBOLS USED ABOVE: CS—CinemaScope, DC—DeLuxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

THERE'S

SWEET

TALK

IN

THE

AIR....

THAT HECHT, HILL AND LANCASTER HAVE ANOTHER TOWERING TRIUMPH DESTINED TO BE UP THERE WITH TRAPEZE!

HECHT, HILL and LANCASTER present

# BURT LANCASTER

as J. J.—world-famed columnist!  
Every big name squirmed  
in his squeezing fist!

# TONY CURTIS

as Sid Falco who wanted "in"  
so much he'd sell anything to  
get there...(just ask his girl!)

# "SWEET SMELL OF SUCCESS"

introducing **SUSAN HARRISON**

featuring **MARTY MILNER • SAM LEVENE • BARBARA NICHOLS • JEFF DONNELL** and **THE CHICO HAMILTON QUINTET**

Screenplay by **CLIFFORD ODETS** and **ERNEST LEHMAN** • from the Novelette by Ernest Lehman

Directed by **ALEXANDER MACKENDRICK** Produced by **JAMES HILL**

Photographed by **James Wong Howe A. S. C.** • Dramatic Music by **Elmer Bernstein**

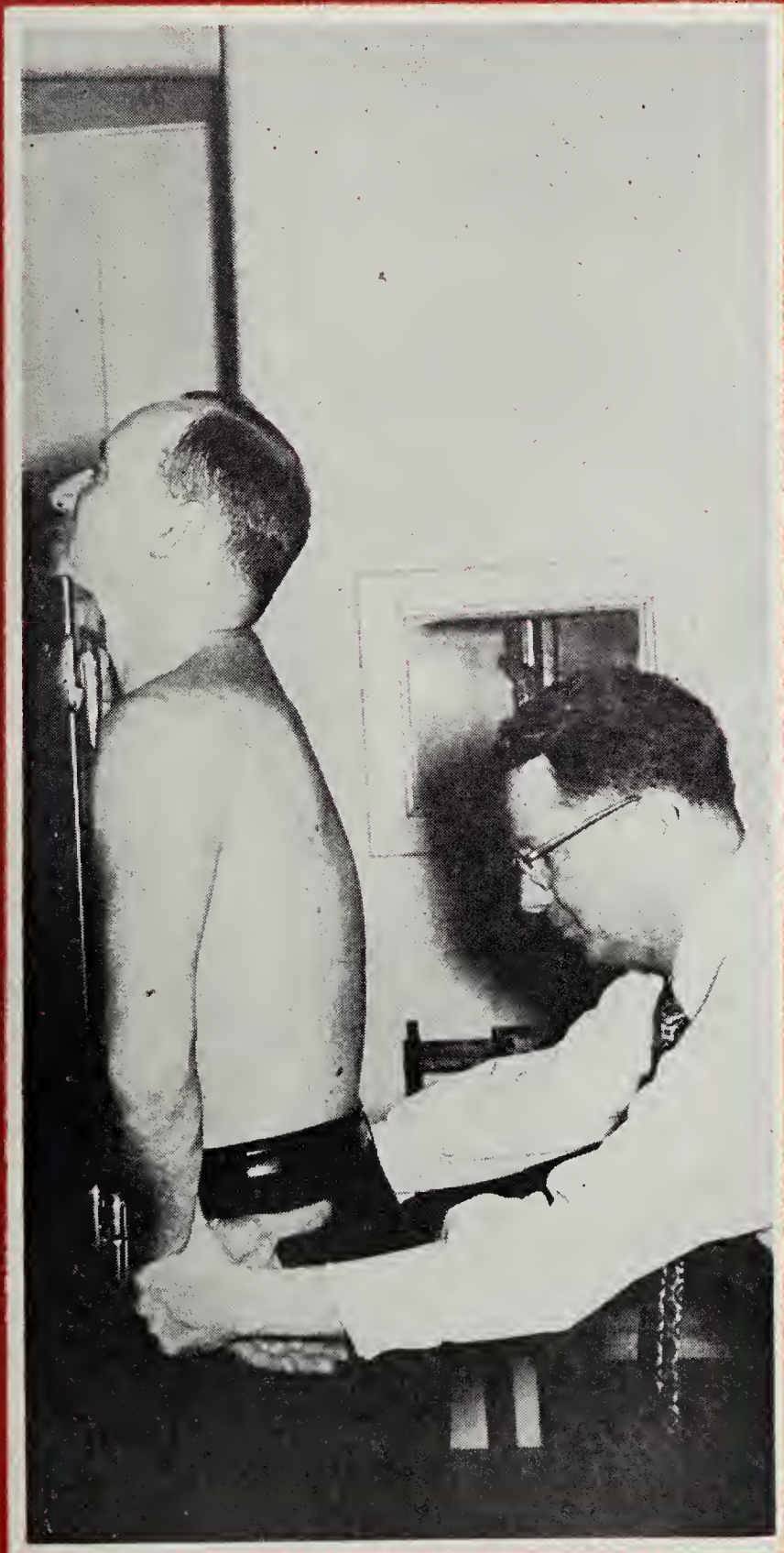
THE MOTION PICTURE  
THAT WILL NEVER BE FORGIVEN...

THRU

MOTION PICTURE

# EXHIBITOR

JULY 3, 1957 VOLUME 58 NUMBER 10  
IN TWO SECTIONS • THIS IS SECTION ONE



## ***We Take A Bow For Cross-Plugs***

*editorial*

## **Hospital Drive Seeks \$1 Million**

*(page 6)*

## **Stellings Sees "Golden" Future**

*(page 7)*

**AND FEATURING: THE SERVICE SECTION**

Allan Robbins takes advantage of the chest X-Ray offered visitors during the recent industry inspection trip to the Will Rogers Memorial Hospital, Saranac Lake, N. Y. Together with his father, Herman, and brothers Burton and Norman, he hosted the visitors.



# WONDER WHAT A THEATRE SEAT THINKS ABOUT?

"Thanks to M-G-M, the folks have been parking here regularly. I love bodily warmth!"



"When they bounce with joy and rhythm I'll know 'SILK STOCKINGS' is here!"



*Fred Astaire  
Cyd Charisse  
Janis Paige  
Peter Lorre  
An Arthur  
Freed Prod.  
CinemaScope  
—Metrocolor*

"They grip my edges when they watch 'SOMETHING OF VALUE'. So tense!"



*Rock Hudson  
Dana Wynter  
Sidney Poitier*

"Such Ohs! and Ahs! when they see 'THE LITTLE HUT'!"



*Ava Gardner  
Stewart Granger  
David Niven  
Walter Chiari  
A Herbson, S. A.  
Production.  
Color*

"Betcha that 'TIP ON A DEAD JOCKEY' will fill me plenty!"



*Robert Taylor  
Dorothy Malone  
Gia Scala  
CinemaScope*

"I heard the Manager talk about a great Preview of 'HOUSE OF NUMBERS'!"



*Jack Palance  
Barbara Loden  
CinemaScope*

"I'm waiting for 'GUN GLORY'. Things will POP like they did with 'Fastest Gun Alive'."



*Stewart Granger  
Rhonda Fleming  
Chill Wills  
CinemaScope  
—Metrocolor*

"I like action and will get plenty of it with 'ACTION OF THE TIGER'!"



*Van Johnson  
Martine Carol  
Herbert Lom  
A Claridge Film  
Production.  
CinemaScope  
—Metrocolor*

"Oh, my aching sides! Here comes a FAT customer!"





# EXHIBITOR



JULY 3, 1957  
VOLUME 58 NUMBER 10

## WE TAKE A BOW FOR "CROSS PLUGS"

A HARDWORKING, constructive, theatreman's trade paper started to "goose" interest in "cross-plug" cooperation between competing theatres of the same run way back in the issue of July 4, 1956 (Editorial: "CROSS-SCREEN COOP ADS"). The same trade paper again proposed the use of "cross-plugs," and even suggested the kind and type of trailer that could do the job, in the issue of May 8, 1957 (Editorial: "ON THE VALUE OF CROSS-PLUGS"). This trade paper was again able to deliver authoritative knowledge, and agreement from a source of supply, in the issue of May 29, 1957 (Editorial: "TALKIN' TURKEY ABOUT CROSS-PLUGS"). So when we read in current correspondents' reports from across the country that "cross-plugs" have caught on (News Headline, VARIETY, June 19, 1957: "RIVAL THEATRES CROSS-PLUGGING ONE ANOTHER"); just swing that spotlight over here, Professor. We wanna take a bow!

Seriously, we are gratified that MOTION PICTURE EXHIBITOR's published thoughts brought fruit.

The Variety story related to Pittsburgh, where "Downtown theatres have finally realized that it's sink or swim for all of them, so they're now cross-plugging each other. Every house is carrying a trailer advertising the attractions at remaining first-run sites. The trailers went on for the first time last week." But, from across the nation, we now have similar stories from nearly a dozen spots.

We understand that Cleveland was even ahead of Pittsburgh. And, as first-run pictures play more and more extended run engagements, the mutual benefits of cross-plugging will build and build.

So, while we are herewith taking our bow, we feel that this kind of helpful effort is no more or less than should be expected from a hardworking, constructive, theatreman's trade paper.

We'll keep trying!

## HEADS OR TAILS?

JUST RECENTLY, George Meany, president, AFL-CIO, philosophized with Washington newsmen that poor attendance at union meetings is a major problem of the labor movement today.

"When I was a young man," said Mr. Meany, "you went to union meetings almost as regularly as you went to church. We did it without questioning the need. That's not true today. Now you don't get very much attendance at union meetings except during the expiration-of-contract period. This creates a situation where a small group who hold office feel they are running the union. Sometimes they turn their power to their own advantage."

And after more reminiscences about "the old days," Mr. Meany concludes: "We all add a lot of fat."

Thinking about these views we can't help but mark the similarity to theatre owners and to theatre owner associations. When we were younger and more aggressive, our theatre owner association was important to us and we would suffer personal inconvenience and even minor hardship to regularly attend its meetings. And the annual convention, in any one territory, was an attend-

ance "must" for the largest circuit executive as well as for the most minor independent. Legislation, taxes, bad practices, cooperative endeavors, all received serious consideration, and effort was expended by officers, committees, and through the rank and file, to constructively help our business. All of it!

But years passed. Some territories have been blessed with strong "chiefs," and others have not. In some territories the "chiefs" have been backed wholeheartedly by the "indians," and in others they have not. But, as a whole, poor attendance at theatre owner association meetings is a major problem in our industry today. And at many territorial conventions, the theatre owner delegates are so few that they could hold their meetings in a bedroom.

Maybe some of this can be charged to multiple associations rather than one. Maybe the rivalries and jealousies of the business just don't lend it to cooperative effort.

Or maybe, as Mr. Meany so aptly says: "We all add a lot of fat!"

*Jay Emanuel*



in Mexico... in France... in Spain  
...in England... Soon to show in  
theatres the world over!

NOW  
IN  
PRODUCTION

20th CENTURY-FOX PRESENTS

*tyrone power*  
*mel ferrer*

*ava gardner*  
*errol flynn*  
*eddie albert*

IN DARRYL F. ZANUCK'S PRODUCTION OF  
ERNEST HEMINGWAY'S

*the sun also rises*

CINEMASCOPE COLOR by DE LUXE

WITH  
GREGORY RATOFF • JULIETTE GRECO  
MARCEL DALIO • HENRY DANIELL  
AND ROBERT EVANS

PRODUCED BY DARRYL F. ZANUCK • DIRECTED BY HENRY KING

SCREENPLAY BY  
PETER VIERTTEL

BASED ON THE NOVEL BY ERNEST HEMINGWAY



in a year of achievement, *nothing greater* from 20th!



# BROADWAY GROSSES

(As of this Monday)

## "Pride" Does Itself Proud

NEW YORK—A series of openings stimulated Broadway business over the weekend with Stanley Kramer's UA epic, "The Pride And The Passion," leading the way.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The D.I." (Warners). Paramount (\$47,654)\*—Fourth and last week expected to reach \$22,000.

"Island In The Sun" (20th-Fox). Roxy (\$81,388)—Thursday through Sunday garnered \$57,042, with the third week sure of \$88,000. Stage show.

"The Prince And The Showgirl" (Warners). Radio City Music Hall (\$146,192)—Thursday through Sunday drew \$85,000, with the third week strong at \$143,000. Stage show.

"The Pride And The Passion" (UA-Kramer). Capitol (\$39,813)—Opening week fabulous at \$128,000. Advanced admission prices.

"Face In The Crowd" (Warners). Globe (\$11,854)—Fifth week heading for \$14,500.

"Scandal In Sorrento" (DCA). Mayfair (\$15,087)—Third and last week down to \$7,000.

"Beau James" (Paramount). Astor (\$24,578)—Opening week good at \$32,000.

"Saint Joan" (UA-Preminger). Victoria (\$21,930)—Opening week quite disappointing at \$13,000.

"Sweet Smell Of Success" (UA-Hecht-Hill-Lancaster). Loew's State (\$18,644)—Opening week strong at \$38,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

## Gebstaedt Joins Rank

NEW YORK—Andre Gebstaedt, former advertising manager for Republic Pictures, has been appointed assistant advertising manager for Rank Film Distributors of America, Inc., it was announced last week by Geoffrey Martin, director of advertising, publicity and exploitation.

Gebstaedt, who was affiliated with Republic for 13 years in various advertising capacities, will work with advertising-publicity manager Steve Edwards.

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July 3, 1957

## Loew's Board To Meet At Culver City Studios

NEW YORK—The board of Loew's, Inc., will hold their next regular monthly business meeting at the MGM Studios in Culver City, Cal. President Joseph R. Vogel announced plans for a two-day visit, July 11 and 12, by the 13-member board.

Benjamin Thau, administrative head of the studio, and the roster of studio executives, producers, and producer-partners will be available for consultation. Members of the board will have an opportunity to see some of the MGM productions planned for fall and winter release and to observe studio activity, including that in the new TV division.

There will be a demonstration of MGM's Camera 65, the process in which "Raintree County" was filmed, as well as other technical advances achieved by the studio experts.

## Anti-Checking Bill Dies

COLUMBIA, S. C.—With the adjournment last fortnight of the State Legislature an anti-blind checking bill died in House committee.

Also left in committee was a bill to ban South Carolina showing of 20th-Fox's "Island In The Sun."



## The NEW YORK Scene

By Mel Konecoff

JOSE FERRER, director and star, forthcoming MGM release, "I Accuse," the story of Captain Alfred Dreyfus, returned to this country after completing the film as director and acting in the lead with the report that the French government refused to cooperate. He wouldn't be at all surprised if the film were banned for showing in that country. He noted that Warners' "The Life Of Emil Zola" which touched on the episode was never shown there.

As a result, he had to go to Brussels, Belgium, to film French-type exteriors, and interiors were made in MGM's Elystree Studios in England. It's in black and white CinemaScope, and Ferrer does not participate in the film, having had a salary arrangement.

With no picture in the near future, Ferrer is working on a Broadway musical to be based on the film "Captain's Paradise," which starred Alec Guinness. Collaborating is Al Morgan, who wrote "The Great Man." If successful, it will probably be made into a film musical.

**DISPATCH:** From Caracas, Venezuela, comes the following "short report" written by Seymour Krawitz, ambassador at large for Mike Todd: "Fantastic, hectic city. An architect's playland. Excellent climate. Much wealth. Prices higher than city's altitude. More different foreign cars seen than in New York. Traffic as bad. All telephone calls are free. No legit theatre. No gambling. Much movie-going. Three TV stations playing many dubbed U. S. TV programs. No vaudeville. Some prosperous night clubs and many excellent restaurants. Film business on the increase, and it looks like "Around The World In 80 Days" will break all standing records. Advance sale is new to Caracas. It will run over six months. City is expanding and so will pocketbooks of exhibitors of "80 Days." End of report.

**THE METROPOLITAN SCENE:** A giant manual for "The Pride And The Passion" containing 160 pages of editorial material plus a set of 11 by 14 stills is being distributed by United Artists to 2,000 editors and exhibitors. The work, which contains a tab index listing 31 categories of production stories, by-liners, features, column items, biographies, and filler was prepared under the supervision of UA publicity manager Mort Nathanson. . . . Les Dinoff joins the Rank Organization as special writer and trade press contact. He was a newsman and writer in the past. . . . Warners looking for the "Prettiest Colleen" in the city to act as official hostess for the opening of John Ford's "The Rising Of The Moon," filmed entirely in Ireland. . . . The huge cannon used by producer-director Stanley Kramer in "The Pride And The Passion" went on display in Times Square, tying in with Civil Defense activities. It weighs 6,000 pounds, is 40 feet long, 12 feet wide, and 10 feet high. From here it makes its way to the Boy Scout Jamboree at Valley Forge, Pa. . . . The campaign manual on "Island In The Sun" is 24 pages, loaded with helpful selling matter.

# All-Industry Effort Pledged For Hospital

## Will Rogers Fund Drive Aims At Million Dollars; Expanded Plans Include Treatment Of Heart Disease

SARANAC LAKE, N. Y.—Once again representatives of the entertainment industry gathered at the Will Rogers Memorial Hospital here for the annual board meeting and inspection. This time, as in the past, newcomers were mixed in with the repeat visitors, which means that the institution will have more enthused volunteer workers than ever before seeking to raise the needed goal of one million dollars.

The men lunched with patients, doctors, and area representatives. They heard chairman Bob O'Donnell introduce some of the hard working toppers to the assemblage. They heard president Abe Montague deny rumors that the hospital was to close, and they heard the good news that the hospital was expanding its facilities and would accept entertainment industry employees with all types of chest diseases, including those of the heart. This was the reason a goal of one million dollars had been set.

Richard Frank, Paramount branch manager in Indianapolis, represented the patients. He urged all to do their best come collection time. Frank even turned over monies collected for his use in his home area to the patients' welfare fund. The luncheon session was closed with the viewing of the collection trailer which starred the patients, staff, and Deborah Kerr, and the visitors vowed to see that it got the widest of distribution and exhibition. Eastman Kodak donated the film, 20th-Fox the talent and production, and National Screen Service is distributing for free.

From the hospital, this largest of all visiting groups moved over to the luxurious Edgewater Motel at Schroon Lake as guests of Herman Robbins and his sons, Allen, Burton, and Nathan. The annual board meeting was held beneath blue skies at the lake's edge. Si Fabian and Ned Depinet will serve as co-chairmen of the combined audience collections-Christmas Salute drives. New additions to the board include Eric Johnston, Leo Samuels, Harold Klein, Lee Jones, Bob Benjamin, James A. Mulvey, Ned Depinet, Kenneth Hargreaves, Charles O'Reilly, and J. Myer Schine.

Reelected were Abe Montague, president; Bob O'Donnell, chairman of the board; Si Fabian, treasurer; Sam Rosen, assistant treasurer; and Max A. Cohen, secretary. Vice-presidents named included Depinet, Harry Brandt, Charles Feldman, Robert Mochrie, Herman Robbins, Fred Schwartz, Sam Switow, Joseph Vogel, Dick Walsh, and Murray Weiss. Charles Feldman was named national distributor chairman, while exhibitors are again to be directed by Moe Silver.

Rosen presented the financial report, noting last year saw \$276,000 raised, of which the Stanley Warner Circuit raised

## SBA Permanent Agency Under New House Bill

WASHINGTON—The House last fortnight passed a bill to make the Small Business Administration a permanent agency.

The bill would increase the agency's business loan authority from \$230,000,000 to \$500,000,000 and would also cut from six per cent to five per cent the maximum interest rate on SBA's portion of participation loans.

The bill thus incorporates some of the proposals recommended by Theatre Owners of America.

\$103,000. This year the goal is one million. Montague made a stirring plea for cooperation and an active follow-up on a local level of the enthusiasm sparked by the hospital visit. Much of the money must come from the public and a follow-up campaign is what is needed to swing theatres into line. The Christmas Salute gives each industryite a chance to participate in whatever amount possible, and this must not be neglected.

Exhibitor chairman Silver suggested early area meetings and smart teamwork by lining up proper and sufficient manpower for collections and for supervising same. He opined that the drive-ins are most important and should have groups organized to make the widespread collections. Incidentally, these can be staggered by individual areas or theatres regardless of the suggested national dates to make full use of the trailers and manpower.

Fund raising committee chairman Eugene Picker pledged Loew's circuit to lead the campaign this year, and he wouldn't be at all surprised to see the million dollar figure topped. He will offer cash prizes as further incentive for outstanding collection accomplishments.

Harry Brandt noted that charity brings all divisions of the entertainment industry together, and he pledged all-out effort on behalf of the hospital. He said that last year saw 66 per cent of the New York exhibitors enter the campaign, and he would do his best to see that the number this year was 100 per cent. Others who pledged wholehearted cooperation included Arthur Mayer and Sol Strausberg, who hoped to get others in the Metropolitan Motion Picture Theatre Owners interested.

Jay Emanuel as spokesman for the trade press pledged all-out cooperation for the hospital.

Dick Brandt, representing the Junior Committee consisting of sons of prominent industryites, expected that group to raise more than last year's \$16,000 with possibly a special premiere to be held in the near future.

O'Donnell closed the meeting with the reminder that the organization known as Women of the Motion Picture Industry would probably help and that local chairmen should get in touch with local organization heads.

## High Court Upholds Obscenity Censorship

WASHINGTON—The U. S. Supreme Court last fortnight upheld censorship in several Federal and State cases involving "freedom of speech" and press obscenity. The right of judge or jury to make factual findings that obscenity exists was upheld.

A dissenting opinion was entered by Justice William O. Douglas, who contended the public will reject obscenity in any form and the dangers of censorship should be avoided.

Upheld was a New York statute which permits police to condemn and destroy obscene literature on the basis of injunctive procedures without criminal trials or juries.

The High Court also upheld a misdemeanor prosecution of a west coast book seller based on the physical possession of obscene literature without inquiring whether any copies had been distributed.

Likewise, the Supreme Court upheld a city ordinance in Newark, N. J., banning burlesque because it fell in the "obscene entertainment" classification.

## Brotherhood Awards Made

NEW YORK—At a luncheon held last fortnight at the Waldorf-Astoria, awards of Savings Bonds were made by the motion picture division of the National Conference of Christians and Jews to theatre managers who did outstanding work in the Brotherhood Week campaign.

Top awards of \$150 went to Irving Gold, RKO 86th Street, and Clayton Pruitt, RKO Albee. Samuel Rinzler, circuit head, and chairman of the Metropolitan New York division, expressed gratitude for the job done in New York, pointing out that \$39,000 was collected this year against \$36,000 last year.

## Property Sale Finalized

PHILADELPHIA—Settlement for the sale of all the capital stock of the TNFR Realty Company to AMEL Theatres Company, of which A. M. Ellis is president, for the price of approximately \$1,500,000 was made last week.

TNFR Realty Company was owner of the Roosevelt, Nixon, and Tower, adjoining stores, the Ashby Apartments, etc. The three theatres are under long term lease to Paramount, and the new owner will hold them for investment with Paramount to continue in possession.

## Miss. TOA Elects Williams

EDGEWATER PARK, MISS.—The Mississippi Theatre Owners Association convention last fortnight at the Edgewater Gulf Hotel reelected John Williams as president.

Also reelected were B. F. Jackson, Stan Taylor, Tom Garraway, vice-presidents; George Davis, secretary-treasurer; and Teddy Solomon, chairman of the board.

New directors elected were A. L. Royal, Jr., Lavon Ezell, Ad Orkin and Louis Alford.

## "Big Show" Release Planned For Public

NEW YORK—In compliance with thousands of exhibitor requests, 20th-Fox is making available a special 45-minute version of its CinemaScope product feature, "The Big Show," for theatre presentation to the public, it was announced last week by Spyros P. Skouras, president of the film company.

This special edition of "The Big Show," according to Skouras, will enable exhibitors to show their patrons a vivid preview of 20th-Fox's expanded lineup for the coming year and will serve as dramatic assurance to the public that the motion picture theatre is still their prime outlet for consistently high quality entertainment.

The edited version, which will be released as soon as possible, is being brought up-to-date with highlight scenes from "The Young Lions," "Kiss Them For Me," "Peyton Place," "The Enemy Below," and "No Down Payment," and other properties which were not available for the original trade presentation.

A new introduction featuring Skouras and executive producer Buddy Adler is now being filmed for the edited version to provide the public with a more intimate closeup of the company's elaborate production plans. "The Big Show" also will emphasize to the public the company's long-range talent development program and will present such newcomers as Joanne Woodward, Patricia Owens, Dolores Michaels, Diane Varsi, Anna Marie Durringer, Lili Gentle, Al Hedison, Rick Jason, Bradford Dillman, Christine Carere, Suzy Parker, May Britt, Richard Sargent, Stephen Boyd, and Lee Philips, among others.

No policy of distribution for the new version of "The Big Show" has been set as yet.

# Stellings Sees "Golden Future" Despite Industry's Many Problems

## Allied EDC To Meet On Clearance, Runs

NEW YORK — Irving Dollinger, chairman, National Allied's Emergency Defense Committee, announced last fortnight that he would call a meeting of the EDC within the next month to take up the problems of the extension of clearance and the destruction of runs by print shortages, two matters on which action has been spurred by a large number of complaints from Allied members.

## Marcus Heads Allied Unit

ELKHART LAKE, WISC.—Ben Marcus, S and M Theatres, was reelected president, Allied Independent Theatre Owners of Wisconsin at their annual state convention held last fortnight at the Schwartz Hotel.

Others elected were Edward E. Johnson, vice-president; Evelyn Gutenberg, secretary; Oliver Trampe, treasurer; and Sig Goldberg, national director. Directors elected were John P. Adler, Floyd Albert, Don Deakin, Gerry Franzen, Frank Hahn, Martin Holzman, Russell Leddy, F. J. McWilliams, Harry Melcher, and William Charboneau.

## Todon Sues RKO

NEW YORK—Todon Productions filed a \$1,500,000 suit against RKO Radio Pictures in U. S. District Court here last fortnight charging breach of contracts covering the distribution of "Postmark For Danger," "The Way Out," and "Finger Of Guilt."

ATLANTA—A keynote of optimism was sounded last fortnight by Ernest G. Stellings, president, Theatre Owners of America, as he stated, "Our future is as golden as ever" in an address at the joint convention of the Alabama Theatres Association and the Motion Picture Theatre Owners and Operators of Georgia at the Dinkler Plaza Hotel here.

Conceding that "we have problems today which seem bigger than ever," Stellings asserted that "they, however, are no more confusing and require no more conjecture than did the problems that appeared on the horizon 10 or 12 years ago . . ."

The TOA head justified his views via these six factors. The success of his organization's efforts "to improve the relationship between and restore the mutual confidence in exhibition and distribution"; plans of the companies for increased production to satisfy the needs of exhibitors for product; the adoption by distribution of a policy of extending relief to small-town theatres in need of assistance, thereby permitting them to continue in business; the modification of the Small Business Administration regulations to allow mortgage loans up to \$250,000 to be made to exhibitors; adoption of the industry business-building program; and efforts being made to give the industry a system of arbitration and conciliation as a means of improving relations between exhibitors and distributors.

## Kennedy, Thompson Reelected As Alabama, Georgia Heads

R. M. Kennedy was reelected president of the Alabama Theatres Association, and J. H. Thompson was reelected president of the Motion Picture Theatre Owners and Operators of Georgia.

All other officers of the Alabama unit were reelected. They are Dan Davis, Stanley Rosenbaum, Rufus Davis, Jr., and James Gaylord, Jr., vice-presidents; T. E. Watson, secretary and treasurer; and Mack Jackson, TOA board representative.

Newcomers to the board are Otto Miller, Clyde Vaughn, Robert Hosse, W. W. Hammond and C. A. Crute.

Reelected by the Georgia unit were O. C. Lam, executive vice-president; Warren Newman, Nat Williams, Ray Edmondson, J. S. Tankersley, W. R. Boswell, John Strembler, and Fred G. Storey, vice-presidents; E. D. Martin, treasurer; John Thompson, secretary; Willis J. Davis, secretary to the board of directors and executive committee; and Roy E. Martin, Jr., TOA representative. Harold Spears was added to the list of vice-presidents, and the only new director named was Alpha Fowler.

The convention approved a resolution calling for a steady flow of good pictures and the orderly release of product. The resolution urged "the releasing of more pictures on a staggered basis, with a sufficient number of prints to the end that the theatres will have playable product on a 365 days' basis."

# Special Student Admission Price Answers Youth Behavior Problem

Enthusiastic response from exhibitors to our editorial of last week ("Teen Age Prices And 'Teen Age Behavior") has convinced us to explain the plan in still more detail so that theatremen everywhere can put a similar program into effect if they wish.

The student identification card lists those theatres which are part of the 'teen age plan, and includes space for the student's name, age, school, and grade. There is also a space for a small photograph of the student to prevent transfer. The cards are good only after regular school hours, and it is explained that the privileges may be withdrawn for any reason deemed sufficient by the theatre management or school.

On the other side of the card are the rules for behavior. It states:

"In appreciation of the courtesy being extended to me which permits the purchase of tickets to the above theatres at a reduced price, I agree:

1. To permit no one other than myself to use this card.
2. To refrain from any sort of disorderly or noisy conduct while in the theatres.

3. To keep my seat and not roam about disturbing others.

4. To respect the rights and property of others at all times.

5. To cooperate with my parents and teachers

6. To work for and in the best interests of my school, city, state, and country. In short, to be a good American citizen.

7. To not use this ticket during school hours.

8. Card will be revoked if these rules are not followed."

Jim Barham, assistant general manager, Wilder Theatres, Norfolk, Va., where the plan has been put into effect, explains that cooperation from schools on the venture has been excellent. He explains that theatres derive a two-fold benefit. First, it gives a certain amount of control over 'teen age conduct in theatres, and second, it helps reeducate 'teen agers that the theatre is still the most economical and finest means of entertainment.

## NEWS OF THE TERRITORIES . . .

### Veteran Albany Exhib Dies During Vacation

ALBANY—Harry W. Lamont, 53, leading independent exhibitor and prominent member of Theatre Owners of America, died last fortnight of a cerebral hemorrhage. He was stricken while on a fishing trip in the Thousand Islands with Mrs. Lamont.

A native of Niverville, N. Y., Lamont began his 39-year industry career as a projectionist's helper in a Chatham, N. Y., theatre and later began to show pictures with portable equipment for fraternal groups. From this he moved into small town operation in such places as Berlin, Philmont, Rensselaer, Cohoes, Hudson, and Greenville. His first outdoor operation was opened at Leeds, N. Y., in 1945. At the time of his death, Lamont operated five drive-ins.

A charter member of TOA, Lamont served a number of terms as a director of the organization. He was a past chief barker of the Albany Variety Club and functioned recently as Heart Fund chairman.

In addition to his widow, Lamont is survived by his mother, three brothers, and a sister.

### Albany

Fabian's Palace sneak-previewed "Man On Fire." MGM branch manager Ed Susse and Palace manager Bill With collaborated. . . Mearl A. Rose is manager, new Jericho Drive-In, Bethlehem, N. Y., operated by Morris and Raphael Kelin. . . Columbia changes brought Bill Cuddy here from Boston to take over the booker's post, replacing Bill Barrington, resigned. Cuddy had been an RKO office manager and head booker. . . Columbia branch manager Herbert Schwartz presented head shipper Adam Mlinarik with a wrist watch and a letter of commendation from vice-president Abe Montague on Mlinarik's 25th anniversary with the company.

### Betty Rook To Head Atlanta WOMPI Unit

ATLANTA—Stella Poulnot, president, WOMPI International, was the guest speaker at the fifth annual installation dinner of the Atlanta club, held in the Variety Club last fortnight. Christine Gilliam was mistress of ceremonies and introduced Jacqueline Cowart, who welcomed the guests.

Betty Rook was installed as president, succeeding Mrs. Cowart, to whom a gift was presented. Other officers are Nell Middleton, first vice-president; Elizabeth Brown, second vice-president; Marcelle Davis, corresponding secretary; Alma Binford, recording secretary; and Hilda Knight, treasurer. Board members installed were Helene Grovensteen, Ernestine Carter, and Mary Bridges.

### Atlanta

Roy A. Brewer, Allied Artists branch operations manager, New York, was in for the opening of the company's new exchange on Luckie Street. . . Stella Poulnot, WOMPI International president, returned from the installation of WOMPI officers in Jacksonville. . . Wendell Corey, former owner, Jackson, Jackson, Ga., was a patient in Allen Hospital. . . The wife of exhibitor P. J. Henn was recovering from a heart attack in a hospital at Murphy, N. C. . . Veteran indutsryite P. H. Savin has retired. . . Charles Inverster is the new owner, Joyce Ann Drive-In, Cleveland, Ga. . . Joe Hart severed his connection with Condra Amusement Company, Nashville, Tenn. He is replaced by C. H. Kuertz. . . The Arabian, Arab, Ala., has been leased to Word Theatres, Scottsboro, Ala. . . The McLendon circuit reopened the Lilfred, Union Springs, Ala. . . N. H. Waters, Sr., circuit head, Birmingham, Ala., was elected chairman, Athens College board of trustees. . . Mrs. Ann Coker has resigned as secretary at U-I to become a housewife. . . The new booker at UA is

### 800 Theatre Owners Attend Atlanta Meet

ATLANTA—Some 800 theatre owners and operators and others in industry were here last week for the joint annual conversion in the Drinkler-Plaza Hotel of the Alabama Theatre Owners Association and the Motion Picture Theatre Owners and Operators of Georgia.

A movie-writing contest sponsored by the Georgia group attracted industry-wide attention and drew a large number of interested observers. One week, all-expense trips to Hollywood were given to two Georgia movie editors and their wives or husbands who had done the best film reporting since Jan. 1, 1957. A special preview of "Around The World In 80 Days," which opened its run in the Roxy after the convention, was another feature.

On the opening day, there was a luncheon at which an address of welcome was given by Governor Marvin Griffin. Milton J. Shapp, president, Jerrold Electronics Corporation, discussed telemovies, and Al Sindlinger, president, Sindlinger and Company, presented the results of extensive research into the future of the industry.

The second day of the meeting was opened with a Pioneer's Breakfast, honoring industry veterans. Willis Davis, Wilby-Kincey, was master of ceremonies. Later, a "Brainstorming Clinic" was conducted by Norris Hadaway, followed by a luncheon hosted by the Coca-Cola Company. William B. Hartsfield, Mayor of Atlanta, was the speaker. Charles Simonelli, director of advertising, Universal, was among those who spoke in the afternoon.

Luncheons and other entertainment for the ladies was supplied by the local chapter of the WOMPI and by Variety Club. J. H. Thompson, president of the Georgia group, and Dick Kennedy, president of the Alabama group, were chairmen of the meeting.

Don Downard from Washington, D. C. . . A ladies committee of Variety Club was formed at a meeting to assist Tent 21 in its various charities for children. Mrs. Jack Dumestre is chairman; Mrs. Leonard Allen, assistant chairman; Mrs. E. E. Whitaker, treasurer; Mrs. Harris Wynn, Jr., recording secretary; Mrs. Jim Stanton, corresponding secretary; Mrs. L. B. Butler, program chairman; Mrs. A. B. Padgett and Mrs. Dan Coursey, membership chairmen; and Mrs. John Harrell and Mrs. Tom Jones, entertainment. . . Doug Beshers, booker, Georgia Theatres, returned from a Florida vacation. . . Mrs. Edith Brewer, former Dixie Drive-In secretary, gave birth to a baby boy. . . Highland, Montgomery, Ala., reopened under a new manager, Howard McGill.

### Boston

Bruce Nutter, former manager, Mansfield, Mansfield, Mass., now is handling the Bayside, Hull, Mass., a summer situation of American Theatres. . . The United Artists exchange was broken into. Typewriters and an adding machine were stolen. . . Al Bevan, ATC booker, was recovering from major surgery at the Baker Memorial Hospital. . . Madeline

### COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$6 doily. Two room suites from \$10.50

SPECIAL MONTHLY RATES!

Air-conditioning & television available

Hotel BEACON

Broodway at 75th St., New York  
Oscar Wintrab, Managing Director



On the left is the front of the Shubert-owned Plymouth, Boston, legitimate house which has been leased to Benjamin Sack, who plans to operate it in the fall as a showcase for motion pictures after extensive alterations. On the right is the architect's drawing of the new marquee, designed by University Sign Company, Cambridge, Mass. The name of the theatre will be changed to the Gary, in honor of Sack's youngest son.

a story of love

...for lovers!

UNIVERSAL-INTERNATIONAL Presents

**JUNE ALLYSON**  
**ROSSANO BRAZZI**

*Interlude*

Co-starring

MARIANNE COOK  
FRANCOISE ROSAY  
KEITH ANDES

with

FRANCES BERGEN and JANE WYATT

**CINEMASCOPE** • TECHNICALOR<sup>®</sup>

Directed by DOUGLAS SIRK • Screenplay by DANIEL FUCHS and FRANKLIN COEN • Adaptation by INEZ COCKE  
Based on a Screenplay by DWIGHT TAYLOR and a Story by JAMES CAIN • Produced by ROSS HUNTER



**PRE-SOLD to the vast "WOMAN'S MARKET"** through a National Magazine Ad Campaign in a dozen top publications including McCall's, Redbook, Holiday, Seventeen, True Confessions ...  
*representing a readership of more than **56 MILLION!***

## N. E. Hospital Drive Led By Rosenwald

BOSTON—Following his return from visiting the Will Rogers Memorial Hospital in Saranac, N. Y., MGM branch manager Benn Rosenwald called a meeting of branch managers and salesmen to discuss plans for New England's part in the national drive for one million dollars. The goal for the area is \$60,000.

The Deborah Kerr trailer was first shown to the more than 50 men in the MGM screening room, after which Rosenwald gave a full report of his weekend visit to the hospital. He told the group that he is employing the services of all branch managers to head certain phases of the overall effort to attain the desired goal and to collect as much money as possible to aid the work done at the hospital. With Rosenwald was Murray Weiss, a vice-president of the hospital, who also addressed the group.

Rosenwald was planning two more industry meetings. The first was for branch managers, to decide the policy of volunteer collectors at theatres; to divide the kit material among exchanges, which in turn will distribute it among exhibitors; to arrange the playdates for the trailer, and to arrange for the pledges. The second meeting was to be for circuit heads and theatre owners, when the details will be explained in full.

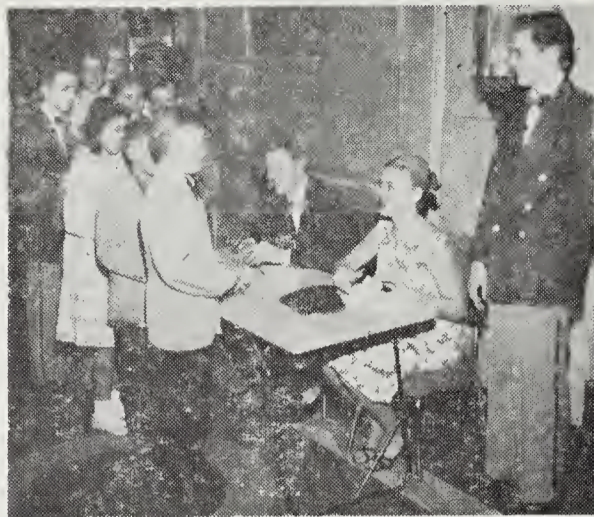
On Rosenwald's committee is Floyd Fitzsimmons, MGM publicist, who was named publicity chairman, and Charles E. Kurtzman, northeast division manager, Loew's Theatres, Inc., who was named exhibitor chairman

Chantel, a Parisian press agent and model doing publicity on Allied Artists' "Love In The Afternoon," met local film critics following the press screening of the film. . . . "The Ten Commandments" will close its 36-week Astor run on July 31. . . . Roland Gomes, assistant to Bill Canning, Yamins Enterprises, is a candidate for the Fall River, Mass., City Council. Elections will be in the fall.

When Benjamin Sack opens the remodeled Gary this summer, it will be the second theatre in the city to be fully equipped with Todd-AO equipment. Sack took over the Shubert-owned Majestic a year ago and played engagements of "Oklahoma!" and "Around The World In 80 Days." Sack recently signed a long term lease on the Plymouth, changed its name to the Gary, and decided to install the Todd-AO or "compatible" equipment in the second house.

**NEW HAMPSHIRE NEWS** — Allard Graves, Plymouth exhibitor, has been among those helping to save the giant 400-year-old Plymouth elm which is on the theatre property. . . . The Nashua Drive-In, Manchester Drive-In, and the Sky-Ray Drive-In, Hooksett, are holding a contest with \$10,000 in prizes, including a 1957 Plymouth, a week's trip to Bermuda, and Magnavox television sets.

**PROVIDENCE, R. I., NEWS** — Abe Bernstein, United Artists, was in to promote "Bachelor Party." . . . Loew's State manager William J. Trambukis received the annual Spark Plug Award of the



Peter Graves and Peggie Castle, co-stars, AB-PT's first production, "Beginning Of The End," recently signed autographs in the foyer of Balaban and Katz's Roosevelt, Chicago, at the world premiere of the film, which is being released by Republic.

Junior Chamber of Commerce. . . . Dorothy Marvin, Loew's State cashier, returned to her post following surgery. . . . Albert J. Clarke, manager, Stanley Warner Majestic, was appointed to the ticket selling committee for the testimonial dinner honoring George Blessing.

### Buffalo

The second George Eastman House Festival of Film Artists will be held in Rochester, N. Y., on October 26, when the museum will honor 20 actors, actresses, directors, and cameramen, to be chosen by movie people who worked in pictures between 1926 and 1930. Rouben Mamoulian will head the Festival committee. . . . Mrs. Mary Dargush, mother of Ben Dargush, manager, Center, died. . . . Menno Dykstra has closed his Glen, Williamsville, N. Y., the only theatre in the town, but will reopen sometime in August. . . . Edward J. Wall, field representative, Paramount, was in lining up the local program for the personal appearance of Jerry Lewis, who will be here July 8 for three appearances at the Paramount on the day "The Delicate Delinquent" opens in the house. . . . Joseph Warren, who also owns drive-ins in the Pittsburgh area, has opened the new Super 50 Drive-In, near Ballstone Spa, N. Y. The new out-doorer will accommodate 1,000 cars. It has been under construction since early in 1956. . . . Ed-

### Industry Tribune Ads Set New Chi Record

**CHICAGO**—Motion Picture Directory advertising set a new record in the Chicago Tribune on June 21, according to Arthur B. Olsen, Tribune classified display ad manager. On that date, Motion Picture Directory contained some 5,400 lines of advertising about movies being shown at 170 Chicago theatres, the greatest volume of this kind of advertising ever published in a single issue.

Olsen said the new high was a direct reflection of increasing importance of Chicago's suburban and neighborhood theatres. The main factor responsible for the record was the announcement of a first-run showing of U-I's "Joe Butterfly" and "Kelly And Me" by 21 outlying theatres, Olsen said.

ward J. Wall, field representative, Paramount, who headquarters in Albany, was in laying the groundwork for the coming of Jerry Lewis on July 8. . . . Denise Dorin, a petite mademoiselle who has been a model and stage actress in New York since she left France 20 months ago, was in to attend the Allied Artists screening of "Love In The Afternoon." The Billy Wilder production has been booked by Basil's Lafayette. Denise also was the guest of Jay Golden, RKO Theatres district manager in Rochester, following her Buffalo visit. . . . The Community Drive-In Church is now holding services Sunday mornings at 8:30 a.m. in the Empire Drive-In, near Rochester. Music is provided by participating churches, which include several denominations in Webster and three Presbyterian churches of Rochester. It is the fifth year of outdoor services at the Empire.

### Chicago

The suit of River Grove, Ill., Associates against Morton Fink, alleging contract violation in an outdoor operation, was postponed until fall by Judge John Dempsey. . . . Vernon Quigley joined the Jerry Fairbanks Productions sales staff. . . . The Princess, Hoopston, Ill., was reopened under the management of Don Merrill. . . . Jack Fine, veteran theatreman, took over the Deluxe Drive-In, La Porte, Ind. . . . Mike Renz, Consolidated Film Service, is better after three months in the hospital. . . . Ben Schumard was named ABC Drive-In manager. . . . Harry Goodman took over entire management of Movie Supply Company. . . . Mickey Weinstein, Embassy operator, built a stage for vaudeville acts. . . . Mrs. John Balaban, widow of the late B and K president, is visiting her son, William, in Hollywood. . . . The city tax on movies in May was \$77,839 as against \$88,894 for that month a year ago. Total amusement taxes in May netted \$145,422 and a year ago for that period \$148,397. . . . Max Pearl, 68, projectionist for 45 years, whose last B and K assignment was at the Paradise, died. Survivors are his wife, five sons, a daughter, and 13 grandchildren. . . . Twenty-two of the 76 films scanned by the censor board in May were foreign. Total footage was 376,000 feet. Two were rejected, both French, and eight cuts were made. Three were labeled adult. . . . Frank Stewart, was closing his outdoor at Champaign, Ill., for the night when a small tornado tore down 300 feet of fencing. . . . The Clark is selling Cine-books. A free admission is included in the \$5 books. Twelve books are \$50, 25 are \$100. The large orders are suggested for gifts. . . . John D. Giachetto, Frisiano Amusement Company was reappointed chairman of the 1958 March of Dimes drive. He has served in this capacity for nine years. . . . Albert C. Toplitz, pioneer theatreman and former general manager of the A. J. Balaban circuit, died, leaving his wife, two sons, and a daughter. . . . Louis Leverone, 78, veteran concession operator with a nationwide organization, died. Surviving are his wife, two sisters, and a brother.

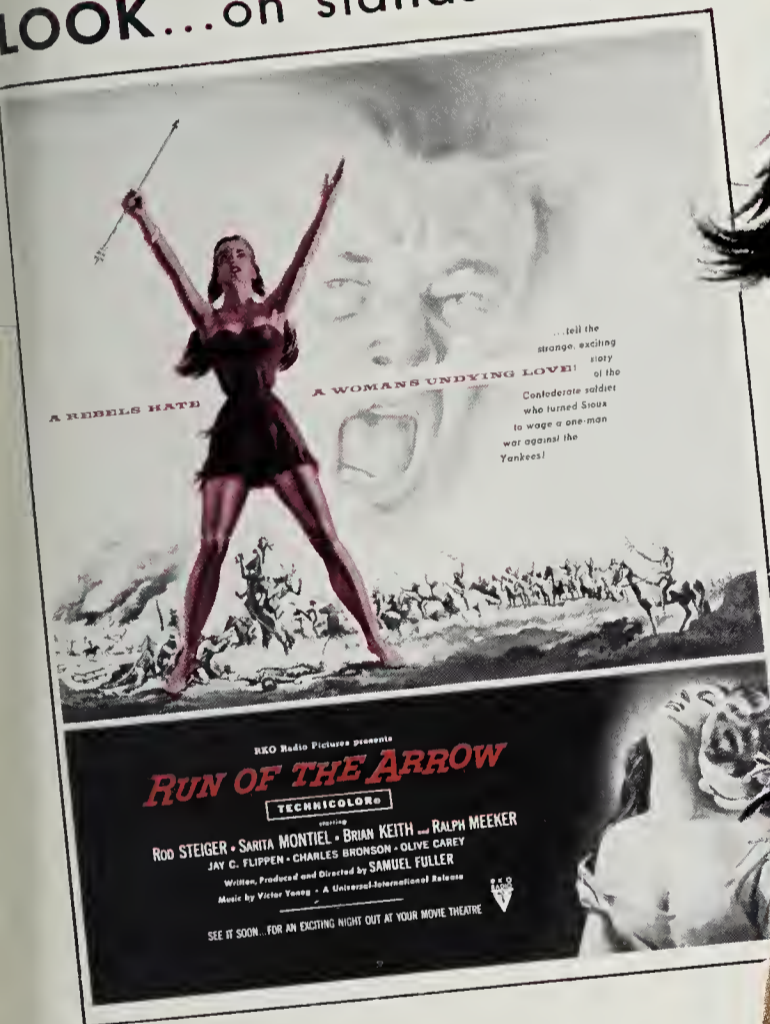
### Cincinnati

William Kramer, Schine Circuit, Gloversville, N. Y., conducted a sales meeting



THE "RUN" HAS BEGUN ... WITH THE *U-I* KIND OF PRE-SELL  
AIMED TO SATURATE EVERY MAJOR MARKET COAST TO COAST!

LOOK...on stands July 9



LIFE...on stands July 18



# RUN OF THE ARROW

COLOR ADS IN  
 BOTH TOP NATIONAL  
 WEEKLY MAGAZINES

**PRE-SELLING**

to more than 42,500,000  
 potential ticket-buyers

...AND THIS IS ONLY THE BEGINNING!

# **RUN OF THE ARROW**

TECHNICOLOR®



AN RKO RADIO PICTURE



## **A FULL-SCALE NATION-WIDE 2**

on the highways and byways across the land... 8H

## **PRE-SELL** SHOW-SHOPPING

STARRING

**ROD STEIGER**

**SARITA MONTIEL**

**BRIAN KEITH** and

**RALPH MEEKER** with

**JAY C. FLIPPEN**

**CHARLES BRONSON**

**OLIVE CAREY**

Written, Produced and Directed by  
**SAMUEL FULLER**

UNIVERSAL - INTERNATIONAL RELEASE

**SHEET BILLBOARD CAMPAIGN**

communities...covering 69 major markets...aimed to

**MILLIONS DURING JULY and AUGUST!**

...and MORE SHOWMANSHIP DYNAMITE FROM U.I.!



DEEP IN  
THE ICY  
ANTARCTIC  
...A PARADISE  
OF HIDDEN  
TERRORS!



Starring

JOCK MAHONEY • SHAWN SMITH • WILLIAM REYNOLDS with HENRY BRANDON • PHIL HARVEY • DOUGLAS KENNEDY • DIRECTED BY VIRGIL VOGLER • SCREENPLAY BY LASZLO GOROD • PRODUCED BY WILLIAM ALLAND - A UNIVERSAL-INTERNATIONAL PICTURE

# The Land Unknown

CINEMASCOPE

Reynolds, Smith

Keyed to meet the Big Vacation-time demand for EXCITING ENTERTAINMENT!

here for area managers. Others present included zone managers Harold Sliter and Robert Fox. Introduced was Gus Lynch, formerly with the circuit in Washington and now transferred to Cleveland to succeed the late Harold Raives. . . . Louis Wiethe, owner, Valley, where "Around The World In 80 Days" is filling the house, was featured in a Times-Star story. . . . Jerry Lewis will make stage appearances July 5 and 6 in the Albee to promote Paramount's "The Delicate Delinquent." . . . Animal huntress Muella Rocco was in to promote Columbia's "Beyond Mombasa." . . . The Lyric, downtown legitimate house at the turn of the century and long a second-run film house, is being razed for a parking lot. . . . New Chakeres Circuit managers are Dick Moody, Louvee, Wellston, O., and Richard McBeth, Hocking Drive-In, Logan, O. . . . Roland Larkin, operator, Imperial, and Olga Tajnesk were married. . . . Jane Wagner is a new U-I clerk, replacing Rita Pugh, resigned.

**COLUMBUS, O. NEWS**—Manager Don Hooten, RKO Grand, presented a trophy to the winner of a contest to select a Columbus Dragstrip Queen in connection with the showing of "Dragstrip Girl" in the Grand. . . . Sophie Silbert, one of six French girls touring this country to publicize "Love In The Afternoon," met the press in interviews arranged by manager Ed McGlone, RKO Palace. . . . Floyd W. McCormick, 69, veteran Ohio State Journal chief photographer, died following a heart attack. McCormick photographed many visiting screen celebrities during his service at the Journal, which began in 1929.

## Cleveland

The formal sponsored opening of "Around The World In 80 Days" in Loew's Ohio was for the benefit of the Cuyahoga unit of the American Cancer Society. Approximately \$5,000 was reportedly turned over to the sponsoring organization. Loew district manager Frank Drew was host to members of the press, radio, television, civic leaders, city officials, and department store heads at an invitational screening the night before the opening. . . . Edward Shulman, associated with Louis Sher in a circuit of art theatres throughout the country, has moved his home from Cleveland to Chicago. . . . Gus Lynch has been appointed Ohio zone booker, Schine Circuit, succeeding the late Harold Raives. . . . Ted Levy, Buena Vista east central district manager, will head a delegation of branch managers and salesmen to the second annual Buena Vista convention on the west coast, starting Aug. 26. . . . Lillian Behm, Universal receptionist, was on the sick list, taking her convalescence at home. . . . Word arrived from Los Angeles of the death of Mrs. Lillian Drew, widow of Frank Drew, longtime MGM branch manager here.

Bill Twig, Warners branch manager and area chairman, Will Rogers Hospital Drive, and Joe Rembrandt, theatre owner and exhibitor chairman, attended the Abe Montague dinner in New York and went on with the group of drive officials to inspect the hospital facilities. . . . Joe Robins, theatre owner in Warren and Niles, O., left University Hospital after successful surgery. . . . Barbara Salzman,

## Farewell Testimonial Planned For Schmertz

**CLEVELAND** — Two years ago members of the industry gathered in a testimonial celebrating I. J. Schmertz' 50 years with the Fox organization and 29 years as branch manager in Cleveland for 20th-Fox. Plans are now under way to hold a farewell testimonial for him in the Statler Hotel on July 29 as he retires from active duty to move to his new home in Miami Beach, Fla.

Nate Schultz and M. B. Horwitz are co-chairmen of the committee on arrangements, aided by Meyer Fine, Jack Silverthorne, Joe Rembrandt, and Leo Jones. The affair will be sponsored by the Variety Club, of which Schmertz has been chief barker and treasurer. On the same night, the Variety Auxiliary plans to hold a farewell party for Mrs. Schmertz.

Academy Film Service, sailed for three months in Europe. . . . Lee Lefton, who with her husband, Gilbert Lefton, formerly owned Academy Film Service, has been appointed sales manager, Manger Hotel, Cleveland. . . . M. B. Horwitz, Washington Circuit, flew to New Haven to attend the graduation from Yale of his grandson, Stuart Miller, who stepped out of cap and gown to don a Marine officer's uniform. . . . Other college graduates include Alan Sogg, son of MGM branch manager Jack Sogg, from the Medical School of the University of Cincinnati, and Jack Schultz, son of Allied Artists franchise owner Nate Schultz, from University of Pennsylvania's Wharton Business School. . . . Herbert Ochs, formerly of Cleveland and now of Fort Lauderdale, Fla., was in briefly on his way to visit his chain of Canadian drive-ins. . . . Funeral services were held in Sharon, Pa., for Frank Schiessl, one of the owners, Pearl Road Drive-In, Cleveland. It is understood that his son, John, and widow will continue the active management of the theatre. . . . Mrs. Elna Gebhart was installed as president, Cleveland Cinema Club at the annual meeting, with Mrs. E. F. Carran, past president, administering the oath. Other officers were first vice-president, Mrs. Lillian Strong; second vice-president, Mrs. Sara Hamilton; secretary; Mrs. Marjorie Lawrence; treasurer Mrs. Henrietta Sweitzer.

## Dallas

Joe A. Armbruster, 79, father of Ernest and Walter Armbruster, died here following a lengthy illness. The Armbruster brothers operate the Lagow here, and Walter is branch manager of the Universal film exchange. . . . Alfred N. Sack, owner, Coronet, has taken his wife to a hospital in Boston. Mrs. Sack suffers from a heart condition and had to have a serious operation about five years ago. . . . Gordon McLendon, president, McLendon Corporation, and associated with his father in Tri-States Theatre Circuit, with headquarters here, has been named Texas state chairman for the 1958 March of Dimes. . . . A benefit was staged at the Lisbon, operated by Oskar Korn, for the Lisbon Dad's Club, according to Oliver

B. King, manager. There was a showing of "Crazylegs" with \$450 in prizes donated by South Oak Cliff merchants awarded between showings. Enough tickets were sold to outfit the football team this fall. . . . R. J. O'Donnell, vice-president and general manager, Interstate Theatre Circuit, is scheduled to take his annual vacation trip to Europe. He plans to stop and visit the Variety Club hospital at Saranac Lake, N. Y., prior to embarking on his ocean voyage. . . . A special screening was held at the Esquire of the Walt Disney feature, "Johnny Tremain." . . . Rowley United Theatres has closed its suburban Cliff deluxe house, the Beverly Hills, for extensive remodeling and refurbishing. The entire auditorium will be re-seated and a new cooling system installed. A newer and larger concession stand will also be installed. . . . Fred Meyers has left Tower Pictures and returned to Memphis at his home office of Colonial Pictures. Mrs. Fred Schwartz came in from New York to assist in legal aspects of the change. Ed Laird is now in charge of the local exchange. . . . An all religious program was featured at the Cinderella Drive-In here. Films included "I'd Climb The Highest Mountain," "Country Parson," "Seeds Of Destruction," and "Tubal Cain." . . . Empire Pictures is now handling all American International product in this exchange area. . . . Rex O. Hudson, manager, Adelman's South Loop Drive-In, was out for several days because of illness but is now back on the job. . . . The White Rock Drive-In, operated by V. E. Hamm, was set to reopen, but the opening is to be postponed because of damages suffered by rain and wind storms during the past several months.

## Denver

MGM is filming "Saddle In The Wind" at Canon City, Colo., with Robert Taylor and Julie London starring. . . . George Mayo, former RKO booker who has been Denver branch manager for Harry Thomas, is now booking for Dimension Pictures. . . . The Monument View Drive-In, Grand Junction, Colo., has opened. Having a 350-car capacity, the equipment was furnished by Ted Knox. . . . Arlie Ebery, district manager, Manley, Inc., writes that he won the golf title at the meeting of New Mexico Theatre Owners convention at Santa Fe, N. M. . . . Henry Friedel, MGM branch manager and regional chairman, Will Rogers Memorial Hospital, went to New York to attend the board meeting of the institution and to make a tour of the hospital.

Al Fitter, United Artists division manager, and Ralph Clark, district manager, were in for talks with M. R. Austin, branch manager.

## Des Moines

Gary Less and Clarence Bye have reopened the Cascade, Cascade, Ia., after it had been dark for several months. . . . The Dunlap, Dunlap, Ia., has been reopened by C. C. Moore with two changes a week, with the house to be closed on Wednesday. The house has been closed since Moore suffered an injury last January. . . . Marlene Eenhuise has been named as bookers clerk at MGM, replacing Mrs. Myrna Brown, who has resigned to await the stork.



A poster of Avo Gardner, stor, MGM's "The Little Hut," looks on as Judy Schaefer, selected as her Twin Cities' "double" in a stunt to publicize the film recently at the Gopher, Minneapolis, and Bob Fovoro, MGM press representative, peruse a press book on the film.

## Houston

The name of the Houston Independent Theatre Association has been changed to Greater Houston United Theatre Association. Cotton Griffith, operator, Tidwell Drive-In will be host to the group at the meeting scheduled to be held on June 21. . . . A beauty contest, which has been planned for some time now by the newly named Greater Houston United Theatre Association, has been formalized. The committee, composed of Alvin Guggenheim, chairman, of the Yale and Broadway, and Fred Cannata, Horwitz Theatres, and Homer McCallon, Loew's State, will announce the plans soon. . . . KGUL-TV, serving the Galveston-Houston area has signed a contract with United Artists that will make it the first station in the country to show a brand new series of 65 movies just released for TV. This is the same group that Kaiser Aluminum is angling to present over the ABC-TV network this fall. They include such top features as the Oscar winning "African Queen," and "Moulin Rouge."

## Jacksonville

Mrs. Shirley Paris is the new secretary, Roy Smith Company, theatre supply firm. . . . Billy Wilson resigned as manager, Carib, Clearwater, Fla., and now is managing the Boulevard Drive-In, DeLand, Fla. Steve Barber is the new Carib manager. . . . Earl Turbyfill, a booker at Warners for seven years, joined the Jack Rigg Booking Service. . . . Retired exhibitor John Crovo is active again as an account executive, Motion Picture Advertising Company. . . . Home after a trip through Europe is Howard Smith, exhibitor of Ocala and Brooksville, Fla. . . . The Surf and Carefree, West Palm Beach,

Fla., the Colony, Palm Beach, have been leased to the Smith Management Company, Boston. The district manager for the new operation is Sam Feinstein.

**MIAMI, FLA., NEWS**—Paul K. Hepner was promoted to manager, Hollywood, Hollywood, Fla., replacing Ken Rockwell, resigned to join the Walter Reade Circuit. Hepner was formerly manager, Normandy, Miami Beach, Fla. . . . Wayne Rogers, manager, Trail, Coral Gables, Fla., is author of a short story in the August issue of Mike Shayne Mystery Magazine, entitled "Eyes of Darkness." Rogers was a fiction magazine editor in New York before his association with the Cloughton Circuit nine years ago. . . . Curtis L. Miller, supervisor and publicity head, Cloughton Theatres, arranged a display in the Miami Public Library to promote "Something Of Value." "Read the

Book—See the Movie" posters were placed at every newsstand and drug store in the area by local pocket book distributor. Miller also arranged a luggage dealer tie-in when "The Little Hut" played the Hollywood, in connection with "The Little Hut Contest." . . . Mike Rosenkranz is the new Wometco drive-in relief manager. . . . The Hallandale Drive-In, Hallandale, Fla., was donated by Sherman Grossman, owner, for use as a drive-in church each Sunday by the Union Congregational Church of Hallandale.

## Minneapolis

Perry Smoot is the new office manager and booker, Allied Artists, replacing Bill Mussman, resigned. . . . Luther A. Massey is the new assistant, Orpheum, St. Paul, replacing James Peller, resigned. . . . Herb Shriner and the Jimmy Dorsey Orchestra will head a stage show in the

## Film Exchange and Dealer Listing for the MILWAUKEE FILM TERRITORY

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**COLUMBIA, 1133 N. 8th St.—BRoadway 1-3351**

Br. Mgr.: Harry Oshan. Office Mgr.: Dave Chapman. Emerg. Phone: EDgewood 2-6117.

**METRO-GOLDWYN-MAYER, 736 W. State St.—BRoadway 1-4024**

Br. Mgr.: John G. Kemptgen. Office Mgr.: A. J. Kenney. Sales: Harry Schlar, Jas. Ascher. Booker: Hilda Albrecht. Emerg. Phone: None.

**PARAMOUNT, 1121 N. 8th St.—BRoadway 1-7340**

Br. Mgr.: Ward Pennington. Office Mgr.: John Stock. Sales: Matt Donohue, Ed Gavin. Emerg. Phone: HOpkins 6-3325.

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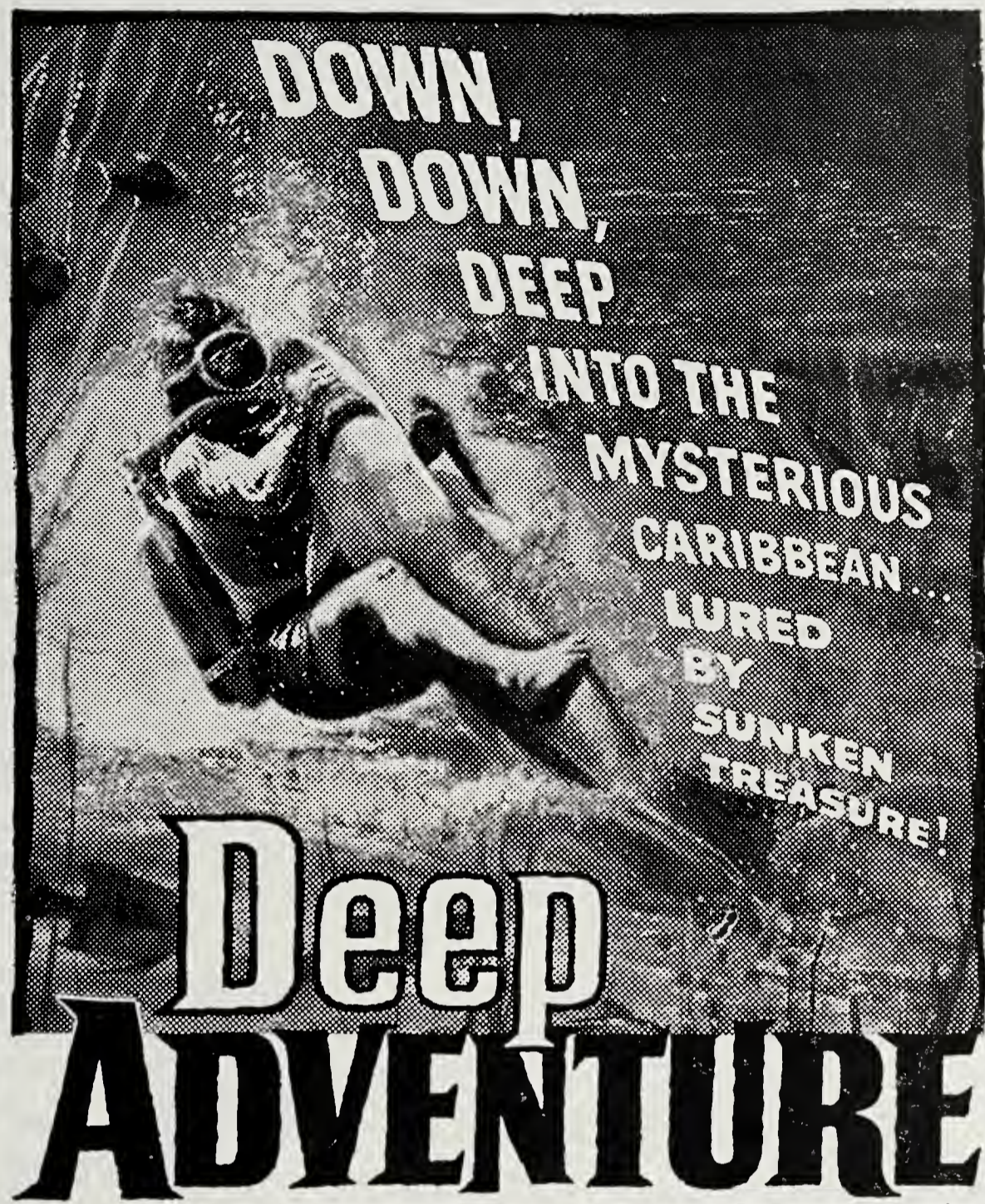
**Dallas Territory**

Issue of July 10

**Pittsburgh Territory**

Issue of July 17

Save them!



FROM WARNER BROS. IN WARNERCOLOR  
WITH ROSS ALLEN · DOTTIE LEE PHILLIPS · WILLIAM FULLER  
Written by OWEN CRUMP · Produced by CEDRIC FRANCIS  
Directed by CHARLES WELBORN



**Deep ADVENTURE** is a real plus!  
Very, very refreshing on any program.  
Top houses playing it now and all  
report swell audience response. Trailer,  
ads and accessories creating unusual  
interest. Set it in now—Warners have it!

Radio City the week of July 11. . . . Irl Jeffrie has taken over the Webb, Webster, Wis. He also operates the Siren, Siren, Wis. . . . Minnesota Amusement Company has transferred Chauncey Curtis from Mankato, Minn., to Grand Forks, N. D., as city manager. George Pehrson, formerly in Grand Forks, will replace Curtis in Mankato. . . . Paul Sweeney, projectionist, Lyric, Presho, S. D., also is the manager now. . . . A short circuit caused a fire in the marquee of the Paramount, St. Paul, and did about \$100 damage. . . . The St. Louis Park has inaugurated a special children's matinee series on Tuesday and Wednesday afternoons to run for nine weeks.

Mike Todd, Jr., was in preceding the opening of "Around The World In 80 Days" in the Academy. A special press night, July 11, will precede the film's general run. . . . Muriel Weekend is the new stenographer, United Artists. . . . Eric Anderson has closed his Rialto, New London, Minn., because of poor business. . . . Bert Johnson has discontinued free Saturday matinees at his Paradise, Mora, Minn. . . . Ernotte Hiller, Crookston, Minn., exhibitor, was hospitalized in Bra'nerd, Minn., following an automobile accident. . . . The screen at the drive-in at Clinton, Ia., is being widened for CinemaScope. . . . Following pleas of the local

### New Orleans WOMPI Installs New Officers

**NEW ORLEANS**—The Blue Room of the Roosevelt Hotel was the scene of the installation of new WOMPI officers and directors last fortnight. Marie Berglund was seated as president, succeeding Ruth Toubman.

Other officers installed were Ann Balencie, first vice-president; Imelda Giessinger, second vice-president; Lee Nickolaus, corresponding secretary, Judith Hammer, recording secretary; and Toni Bollhalter, treasurer.

Members of the board installed were Corinne Bouche, Bernice Chauvin, Anne Sinopoli, Ethel Holton, Carmen Smith, and Anna Oliphant. Helen Amann was installing officer.

commercial club, G. P. Qualey has decided to keep open his State, Lanesboro, Minn.

### New Haven

**HARTFORD, CONN., NEWS**—John E. Petroski, Stanley-Warner Garde, New London, Conn., left Lawrence Memorial Hospital following surgery. . . . Hugh J. Campbell, Central, West Hartford, was reported recuperating from a heart attack at his son's Lexington, Ky., home.

. . . John Markle, Columbia exploiteer, accompanied Mirella Rocco, African white huntress, here to promote "Beyond Mom-basa." George E. Landers, Hartford division manager, E. M. Loew's Theatres, was host. . . . Rube Lewis, business agent, Local 84, IATSE, served as entertainment chairman of annual Connecticut Federation of Labor convention in the Hotel Statler last month. . . . Robert Murphy is the new manager, Lockwood and Gordon's Norwalk, Conn., Drive-In. . . . Joseph O'Neill has been named assistant to Joseph Bresnahan, resident manager, Smith Management Company's Meadows Drive-In. . . . John Dougherty, former manager, Art Cinema, Bridgeport, Conn., has joined Perakos Theatre Associates as manager, Beverly there, replacing Don Felix, who resigned to become manager of E. M. Loew's Milford, Drive-In. . . . The Alperin Rialto, Windsor Locks, Conn., and Colonial, Southington, Conn., planned to close Mondays through Thursdays for the summer months.

### New Orleans

F. E. Maxwell set July 7 for the opening of his new Cave, Delhi, La., which replaces the house of the same name destroyed by fire last year. . . . Giddens and Rester Theatres, Mobile, Ala., wound up an extensive program of renovations in all their houses with the reopening of the Empire. . . . The Paramount Pep Club enjoyed an outing at Abita Springs, La. . . . WOMPI was planning a swimming party. . . . Shirley Eagen, formerly on Film Row, has returned to the industry in a position with Hodges Theatre Supply. . . . Henry G. Plitt, president, Paramount Gulf Theatres, was to be general manager of the Golden Deed Drive of the local United Cerebral Palsy Association this week. . . . B. Goodman assumed operation of the Thomasville, Thomasville, Ala., a unit of the Locke Bolen estate.

### New York

The huge cannon used by Stanley Kramer in the production of UA's "The Pride And The Passion" was put on display at Times Square. . . . Michael J. Moodabe, governing director, 20th-Fox's Amalgamated Theatres Circuit in New Zealand, arrived with his three sons for conferences. . . . Leopold Friedman, president, Loew's Theatres, Inc., returned from Los Angeles and San Francisco. . . . Ernie Emerling, advertising-publicity director, Loew's Theatres, Inc., toured New England. . . . Lester Dinoff, formerly with a trade publication and 20th-Fox, has been appointed special writer and to handle trade press relations for Rank Film Distributors of America.

### Philadelphia

An exchange romance! Warners booker John Daly and Warners inspectress Marie McMenamin went and got themselves married last weekend! . . . A. M. Ellis Theatres have taken a long term lease on the Dix Drive-In, Route 206, Bordentown, N. J. The spot was built by Michael J. Zsizeri in 1955 and has a 1,250 car capacity. . . . Condolences are extended to veteran exhibitor Al Boyd on the death of his sister, Mrs. Kathryn Buch. . . . "Love In The Afternoon" was screened at Variety Club Tent 13 through the courtesy of Max Gillis, branch manager, Allied

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HIT  
TUNES!**

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BE  
HAPPY**

co-starring

**ROBERT**

**FLEMYNG**

A **MARCEL HELLMAN**  
PRODUCTION

Directed by

• HENRY LEVIN • DIANA MORGAN and DOROTHY COOPER •

Screenplay by

Music by

Lyrics by

NICHOLAS BRODSZKY • PAUL FRANCIS WEBESTER



Artists. . . . Work has started on Willow Grove Park Drive-In for Robert Abel and Art Silber. Spot will have in-car heaters and 1,600 car capacity. . . . After about a week and a half of straight pictures the Carman closed again. . . . Old time industryite Leslie Bates, 61, who was doorman at the Erlen, died last fortnight. . . . Tri-States Buying and Booking is now servicing the Uptown, Harrisburg, Pa., for Mark Rubinsky. . . . Mary McClay O'Donnell, former RKO secretary, is now secretary to Howard Minsky, Paramount division manager. . . . The Shuberts tried to get William Goldman's \$3,150,000 conspiracy suit transferred to New York City; and U. S. District Court Judge C. William Kraft, Jr., took the matter under advisement.

## Pittsburgh

Bernard Zearfoss is now the general manager, Basle-Laekey Circuit, which consists of 10 outdoor and two indoor theatres in western Pennsylvania and West Virginia. . . . Geibel and Hilltop Drive-Ins, Butler, Pa., did not open this season because of construction work between Butler and Chicora. . . . The vacancy caused on the Variety Club board by Abe Weiner's withdrawal has been filled by the election of Frank Downey. Dave Silverman moves up from secretary to Weiner's post of second assistant chief barker, and crewman Jake Soltz is the new secretary. . . . After being with National Theatre Supply for 30 years, Newton F. Williams is retiring with Harry

## Colosseum Fetes McFadden Former Salesman For RKO

**PHILADELPHIA**—The Colosseum of Motion Picture Salesmen tendered a luncheon at the Broadwood Hotel last fortnight in honor of J. J. McFadden, former RKO salesman now with Heywood Wakefield Company, chair manufacturers.

Joe Schaeffer, Republic salesman, was chairman of the event, which saw Charles Zagrans, former RKO branch manager, now a Stanley Warner Theatres' booker, as toastmaster.

Norman Silverman, Republic branch manager, represented Motion Picture Associates and Variety Club, Tent 13, and Max Bernstein, Allied Artists salesman, represented the Colosseum at the affair which was attended by many industryites and the salesmen from the various exchanges.

Russel, salesman under Williams for 11 years, succeeding him as branch manager. . . . As of July 1, Paramount is discontinuing its district office here, with Howard Minsky, division manager, moving to Philadelphia. Ann Cohen, his secretary, will be secretary to manager Eugene Jacobs. Kay Grotticelli, manager's secretary, goes into the booking department; Harry Passarrell will remain office manager and also take on duties of cashier, and Helent O'Connell, who was cashier, becomes assistant cashier. . . . Bud Thomas will license and book the new drive-in being constructed near the Blue Dell swimming pool. Grand opening is scheduled for July 1.

## Portland

Jack O'Bryan, United Artists, was awarded the Meritorious Award by the national committee of the Navy League, the third League member in the 60-year history of the organization to receive the honor. Presentation was made at the Admirals Ball at the Multnomah Hotel. Presentation was made by Admiral Bledsoe, 13th Naval district commandant. O'Bryan, a Navy veteran, is president, Oregon Navy League. . . . Dick Colbert, Universal branch manager, is in New York as Oregon representative of the Will Rogers Foundation. . . . Forty Film Row friends and exhibitors attended a farewell party for Chuck Wilkins, Republic, who is leaving the film industry to join the sales staff of Traler Mobile Company. . . . Earl Keate, United Artists, and Alan Weider, MGM, were in town working on product.

## St. Louis

Harry Hunes, retired manager, Universal, returned home from DePaul Hospital much improved from a muscular ailment. . . . Maurice Schweitzer hosted an Allied Artists cocktail party, press, radio, and TV screening of "Love In The Afternoon" at the Paramount screening room. . . . Ben



**KIM NOVAK**  
**JEFF CHANDLER**

CO-STARRING AGNES MOOREHEAD with CHARLES DRAKE • LARRY GATES • VIRGINIA GREY • GENE LOCKHART • Screen Play

## Drive-In May Be Sold To Clear Up Debts

SAN ANTONIO—District Judge Eugene Williams named George Montgomery, secretary-treasurer, Producers Lumber and Supply Company, to operate the San Antonio Twin Outdoor Drive-In. The action was a compromise move to give the theatre operators until July 2 to settle a dispute by which the lumber and supply company is threatening to foreclose a lien it holds on the drive-in. The operators, Leroy C. Otwell and Bob C. Otwell, had brought suit against the lumber company to enjoin it from selling the drive-in at public auction. The company was threatening to foreclose a lien for nonpayment of \$208,892 it claims is owed by the Otwells. The company supplied the building material that went into the construction of the swanky drive-in and, as a result, held the lien on the drive-in.

To protect its investment, the company also assumed \$29,250 in notes from the Otwells to subcontractors on the project. The lumber company moved to foreclose on the Otwells after it contended they had breached a contract made in March by which the Otwells were to place theatre receipts in the Frost National Bank under a joint account with the company. The contract specified the Otwells would withdraw from the account only those funds needed for theatre operating expenses. Williams found the Otwells breached the contract by withdrawing money for purposes other than theatre expenses. Williams ruled that unless the dispute can be settled the drive-in will go up for public auction at a sheriff's sale on July 2. That means the Otwells must either reach agreement with the company, or they must meet their note or must sell the drive-in before that date. Williams said that if Montgomery cannot operate the drive-in at a profit in the meantime, he's to close it down.

Lass, National Screen Service salesman, had a narrow escape from death when another car hit his machine head-on. He escaped with a dislocated elbow and minor cuts, spent the night in Good Samaritan Hospital, Mount Vernon, and then returned to his home in Clayton, Mo. . . . Remodeling of the second floor of the 20th-Fox exchange building has been completed. . . . Hall Walsh, southern Prairie district manager, Warners, underwent a minor operation at DePaul Hospital. . . . Eddie Rosecan, who recently disposed of his final theatre holdings in the Rialto, Cape Girardeau, Mo., to his partner, Victor Klarsfeld, is on a trip to Canada. He now devotes his time to a roller rink at Cape Girardeau. . . . Harry D. Scheufeler, brother of Charles Scheufeler, Warners office manager, was killed in a railroad accident at Edwardsville, Ill., while working as a switchman.

## San Antonio

Every Thursday night is "Wives' Appreciation Night" at the four drive-ins operated here by Statewide Drive-In Theatres, headed by Arthur Landsman. All husbands are invited to bring their wives to any one of the drive-ins where the wives will be admitted free. Cooperating are the Alamo, Mission Twin, Rigby, and South Loop 13. . . . William O'Donnell, president, Cinema Arts Theatre Circuit with headquarters at Dallas, and R. M. Bisland, manager, Carnegie Hall, New York City, were visitors here. The Cinema Arts Circuit now operates the Texas, Josephine, Woodlawn, and Laurel here. . . . William Allen, Toddy Pictures, was in prior to the opening of

"Killers All" at the Empire. . . . The Obrero, local Spanish language house, which was closed some time ago, is being dismantled to make way for a new parking lot. . . . House Bill 524 which passed the Texas Senate late last month, was signed into law last week by Gov. Price Daniel. The bill was introduced by Rep. Obie Jones of Austin, Tex. The law, which becomes effective on Aug. 22, 90 days after the adjournment of the Texas Legislature, requires that all contracts pertaining to distribution and licensing of films to be exhibited in Texas theatres shall be construed in accordance with state laws and provides that venue of suits arising out of such license agreements shall be in the county where the principal office of the exhibitor under



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*Jeanne Eagels*

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**The A-MAN Corner**

Motion Picture Exhibitor  
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such license agreement is located. . . . The Texas and the King Drive-In have been closed at San Marcos, Tex. . . . Bill Samuelson, manager, Arts, has donated one-fourth of his boxoffice receipts on "Albert Schweitzer" to the missionary's hospital in Africa. The film is in its second week at the Arts. . . . Parent Teacher Association members and educational executives were the guests of the Interstate Theatre Circuit at a special screening at the Aztec of "Johnny Tremain." . . . Lynn Krueger, manager, Majestic, was named to the San Antonio Chapter's 1958 March of Dimes executive committee for the coming year. . . . Mr. and Mrs. N. C. Garrison have raised the children's admission price at their State, Garrison, Tex., to 20 cents. The adult admission is 35 cents. . . . New carpeting, refrigerated air conditioning, a new marquee, new projectors, and 300 new seats have been installed at the Lamar, Paris, Tex., by its new owners, Mr. and Mrs. Roy Wilson.

## Seattle

Chilton Robinett, 20th-Fox branch manager, left for New York to attend the Will Roger's benefit meetings. As Seattle chairman, he attended the Abe Montague

testimonial dinner, and then visited the hospital at Saranac Lake. . . . The Universal exchange is planning to participate whole heartedly in "Rose Month," July, which is so designated as an annual tribute to Barney Rose, western division manager. . . . Charles Le Maire, 20th-Fox executive designer and fashion wardrobe coordinator, was commentator at a style show held in the Cascade Room of the Bon Marche. The fashions shown were adapted from the movie "Desk Set," in which he designed the original fashions. . . . Erna Schoonover, formerly with RKO, has joined the Universal staff as a booking clerk. . . . Universal booker Evelyn Torpey's daughter, Marsha, graduated from Queen Anne High School. . . . Pop Lyons, Rendezvous, has been hospitalized by a stroke, but his many friends will be glad to know that he is now recuperating satisfactorily at home.

## Washington

Kenneth J. McGuire, manager, Playhouse, has resigned his position effective July 1. McGuire plans to move to Fort Lauderdale, Fla. Jean Imhoff, manager, Dupont, will replace McGuire at the Playhouse, while Mrs. Stephen John

## Refurbished Trans-Lux Ready For Reopening

WASHINGTON — The Trans-Lux, completely refurbished and redecorated, was to reopen today (July 3) featuring Columbia's "Fire Down Below," according to an announcement recently by Richard P. Brandt, president, Trans-Lux Theatres Corporation.

Originally a newsreel house, the Trans-Lux was converted to first run operation in 1949. The new decorations include carpeting throughout, new seats, and new glass doors and fronts. The boxoffice was to have been moved to a more central location to facilitate the handling of crowds.

The repairs were carried out between midnight and eight a.m., without interference with normal operation, it was said.

Niezgoda takes over as manager, Dupont. . . . Virginia R. Collier has been reelected to her sixth term as president of the Motion Picture and TV Council of the District. . . . Sidney Eckman, assistant branch manager at Loew's, Inc., and Mrs. Eckman are the parents of a daughter, Heidi Kim. . . . RKO Keith's, gave away free to the first 1,000 patrons to see Walt Disney's "Johnny Tremain," Minit-Men Liberty Bell Banks, courtesy of Guardian Federal Savings and Loan Association. . . . The Mount Vernon Guards Fife and Drum Corps were presented in connection with the opening of "Johnny Tremain" at RKO Keith's.

Mr. and Mrs. Albert Sidi, English prize winners in the reciprocal contest conducted each year by Associated British Cinemas, Ltd., with the cooperation of the Stanley Warner Theatres in America, were Washington visitors. Frank LaFalce, advertising and promotion director, Stanley Warner, served as their guide.

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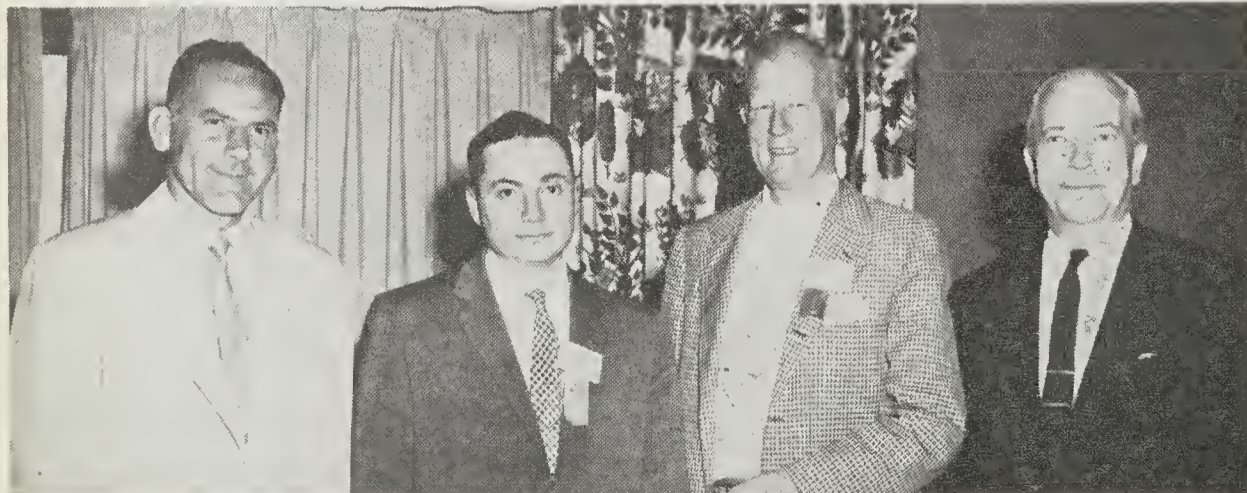
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Seen at the recent Virginia Motion Picture Theatre Association Convention at Old Point Comfort, Va., were, left to right, Seymour Hoffman, president, VMPTA; Milton Shapp, president, Jerrold Electronics; Robert T. Barton, Jr., VMPTA counsel; and Ernest Stellings, president, TOA.

This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures and short subjects reviewed during the past year, plus the features from all sources that are known to be nearing completion. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created and carefully maintained by the editors of—

MOTION PICTURE EXHIBITOR  
246-48 N. Clarion St., Philadelphia 7, Pa.

## MOTION PICTURE

# EXHIBITOR

SERVISECTION

*THE CHECK-UP of all features and short subjects reviewed during the preceding 12-month period*

### Allied Artists

- ATTACK OF THE CRAB MONSTERS (5703)—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.  
BLONDE SINNER (5635)—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).  
CALLING HOMICIDE (5624)—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—9-19-56—4225.  
CANYON RIVER (5620)—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.  
CHAIN OF EVIDENCE (5701)—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—2-20-57—4289.  
CRUEL TOWER, THE (5691)—MD—John Ericson, Mari Blanchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).  
DRAGON WELLS MASSACRE (5709)—W—Barry Sullivan, Dennis O'Keefe, Mona Freeman—Good, large scale western—88m.—6-12-57—4337—DC—CS.  
FIGHTING TROUBLE (5623)—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).  
FOOTSTEPS IN THE NIGHT (5708)—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.  
FRIENDLY PERSUASION (5657)—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—10-3-56—4229—DC—CS.  
HIGH TERRACE (5630)—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.  
HOLD BACK THE NIGHT (5621)—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—9-5-56—4213.  
HOLD THAT HYPNOTIST (5706)—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys series entry—61m.—3-20-57—4301.  
HOT SHOTS (5632)—C—Huntz Hall, Stanley Clements, Joi Lansing—Series average—61m.—2-20-57—4289.  
LAST OF THE BADMEN (5705)—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.  
LET'S BE HAPPY (5707)—MU—Tony Martin, Vera Ellen, Robert Fleming—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.  
LOVE IN THE AFTERNOON (5719)—C—Gary Cooper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337.  
NAKED HILLS, THE (5605)—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—10-3-56—4229—PatheColor.  
NO PLACE TO HIDE (5603)—D—David Brian, Marsha Hunt, Hugh Corcoran—For the lower half—71m.—7-25-56—4189—DC.  
NOT OF THIS EARTH (5704)—MD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.  
OKLAHOMA, THE (5712)—W—Joel McCrea, Barbara Hale, Gloria Talbott—Good western—80m.—6-26-57—4341—DC—CS.  
ROSE BOWL STORY, THE—C—Marshall Thompson, Vera Miles, James Dobson—Reissue has anomalies—75m.—12-12-56—4261—Color—RE.  
SCREAMING EAGLES (5610)—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—9-5-56—4213.  
STRANGE INTRUDER (5619)—MD—Edmund Purdom, Ida Lupino, Ann Harding—Good adult postwar meller—82m.—11-28-56—4257.  
SUDDEN DANGER (5540)—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—1-11-57—4085.  
THUNDERSTORM (5604)—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—9-5-56—4213—(B)—(Made in Spain).  
YAQUI DRUMS (5625)—W—Rod Cameron, Mary Castle, J. Carol Naish—Fair lower half western—71m.—9-19-56—4225.  
YOUNG GUNS, THE (5623)—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

#### TO BE REVIEWED

- AQUA DIVE GIRL (5718)—Mara Corday, Pat Conway.  
BADGE OF MARSHAL BRENNAN (5713)—Jim Davis, Arleen Whelan.  
CALYPSO JOE—Herb Jeffries, Angie Dickinson—(B).  
CYCLOPS—James Craig, Tom Drake, Lon Chaney, Gloria Talbott.  
DAUGHTER OF DR. JEKYLL (5710)—John Agar, Gloria Talbott—(B).  
DEATH IN SMALL DOSES—Peter Graves, Mala Powers, Merry Anders.  
DESTINATION 60,000 (5715)—Preston Foster, Coleen Gray, Jeff Donnell.  
DINO (5721)—Sal Mineo, Brian Keith, Susan Kohner.  
DISEMBODIED, THE (5720)—Paul Burke, Allison Hayes.  
FEVER TREE, THE—John Cassavetes, Raymond Burr, Sara Shane.  
HOT ROD RUMBLE (5717)—Leigh Snowden, Richard Hartunian, Brett Halsey.  
HUNCHBACK OF PARIS (5725)—Gina Lollobrigida, Anthony Quinn—France—CS.  
MAN FROM MONTEREY—Sterling Hayden, Pamela Duncan, Ted DeCorsia.  
PERSUADER, THE (5714)—William Talman, Kristine Miller, James Craig.  
PORTLAND EXPOSE—Edward Binns, Virginia Gregg.  
SPOOK CHASERS (5716)—Bowery Boys.  
STORM OUT OF THE WEST (5702)—Dale Robertson, Brian Keith, Rossana Rory.  
WALK TALL—Joel McCrea, Virginia Maya—Color—CS.

### American International

- DRAGSTRIP GIRL—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57—4341.  
FLESH AND THE SPUR—W—John Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor.  
GIRLS IN PRISON—MD—Richard Denning, Joan Taylor—For the lower half—87m.—8-8-56—4201.  
GUNSLINGER—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—8-8-56—4201—PatheColor—(B).  
HOT-ROD GIRL—MD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles for some saots—75m.—8-8-56—4201.  
IT CONQUERED THE WORLD—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.  
NAKED PARADISE—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color.

- ROCK ALL NIGHT—MUMD—Dick Miller, Abby Dalton—Lower half filler—63m.—6-26-57—4341.  
RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—11-14-56—4249—(B).  
SHAKE, RATTLE AND ROCK—MU—Fats Domino, Lisa Gaye, Touch Connors—Exploitable programmer—77m.—11-14-56—4249.  
SHE CREATURE, THE—MD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—10-31-56—4245.  
UNDEAD, THE—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly Involved horror entry—71½m.—4-3-57—4305.  
VOODOO WOMAN—MD—Marla English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—4-3-57—4305.

#### TO BE REVIEWED

- CAT GIRL, THE—Lynn Tracey, Barbara Shelley, Robert Ayres.  
I WAS A TEENAGE WEREWOLF—Michael London, Yvonne Lime, Tony Marshall.  
INVASION OF THE SAUCER MEN—Steve Terrell, Gloria Castillo.  
UNDERWATER GIRL—Mara Corday, Pat Conway.

### Associated

- FRONTIER GAMBLER—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—9-5-56—4214.  
MAN BEAST—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.  
NAKED GUN—W—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—4-3-57—4305.  
THREE OUTLAWS, THE—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—8-22-56—4205—SS.  
WILD DAKOTAS, THE—W—Bill Williams, Coleen Gray—Average western—73m.—7-25-56—4189.

### Astor

- MEN OF SHERWOOD FOREST—MD—Don Taylor, Reinhold Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—9-5-56—4214—EC—English.

### Buena Vista

- CINDERELLA—CAR—Reissue is tonotch Disney—74m.—1-9-57—4273—TC—RE.  
DAVY CROCKETT AND THE RIVER PIRATES—MD—Fess Parker, Buddy Ebsen, Jeff York—Okay adventure film will need plenty of push—81m.—7-25-56—4189—TC.  
IF ALL THE GUYS IN THE WORLD...—D—Andre Valmy, Jean Gaven, Marc Cassot—Exciting import—95m.—5-1-57—4317—French—Titles.  
JOHNNY TREMAIN—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—5-15-57—4325—TC.  
SECRETS OF LIFE—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.  
WESTWARD HO, THE WAGONS—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially for younger set—90m.—12-26-56—4265—TC—CS.  
YANG KWEI FEI—D—Japanese cast—For the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

#### TO BE REVIEWED

- OLD YELLER—Fess Parker, Jeff York, Dorothy McGuire—(Technicolor).  
SLEEPING BEAUTY—Walt Disney—(Technirama)—(Technicolor).

### Columbia

- ABANDON SHIP (139)—D—Tyrone Power, Mai Zetterling, Lloyd Nolan—Highly interesting drama—100m.—4-3-57—4306—English.  
BEYOND MOMBASA (142)—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-20-57—4333—TC.  
BURGLAR, THE (143)—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help over-involved program meller—90m.—5-1-57—4317—(B).  
CALYPSO HEAT WAVE (147)—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337.

### KEY

Letters in parenthesis ( ) indicate Catholic League of Decency ratings where the picture is classified either objectionable in part for all (B) or condemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.

Number in parenthesis ( ) following titles indicates production release number. Following running time is date and page of review.

Abbreviations following release number indicate type of picture:

C—Comedy	D—Drama	MU—Musical
CAR—Cartoon	DOC—Documentary	TRAV—Travelogue
COMP—Compilation	MD—Melodrama	W—Western

Other abbreviations indicate projection and color processes:

CS—CinemaScope	NA—Naturama	TE—Technirama
DC—Deluxe Color	RS—Realscope	TR—Tricolor
EC—Eastman Color	SS—SuperScope	VV—VistaVision
MC—MetroColor	TC—Technicolor	WC—WarnerColor

All reissues, both features and shorts, are indicated by RE.











**PROUD AND THE BEAUTIFUL, THE**—D—Michele Morgan, Gerard Philipe—Off-beat import of the realistic school is strictly for art spots—93m.—8-8-56—4200—France—Titles—Kingsley Int.—(B).

**RIFIFI**—MD—Jean Servais—High rating import could go into some conventional spots as well as art houses—116m.—8-8-56—4200—France—Titles—UMPO—(B).

**ROSANNA**—D—Rosanna Podesta—For the art and specialty houses—72m.—7-25-56—4193—Italy—Dubbed in English—Jacon—(C).

**ROYAL AFFAIRS IN VERSAILLES**—D—Sacha Guitry, Claudette Colbert, Orson Welles—Lengthy tale of French nobility for art and specialty spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

**STELLA**—D—Fair Greek offering for art and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn).

**TEL AVIV TAXI**—C—Israeli cast—Fair comedy—70m.—2-20-57—4293—Israel—English dialogue—Principal.

**TEMPEST IN THE FLESH**—D—Francoise Arnoul, Raymond Pellegrin—Highly effective adult import for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

**TWO LOVES HAD I**—MU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

**VITELLONI**—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263—Italy—Titles—API—(B).

**WHITE SHEIK, THE**—C—Alberto Sordi, Brunella Bovo—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(B).

## Miscellaneous

(Distributors' addresses will be furnished on request)

**ALBERT SCHWEITZER**—BIOD—Produced and directed by Jerome Hill; filmed by Erica Anderson; narration by Frederic March—Attractive biographical drama for art and specialty spots—80m.—3-20-57—4303—EC—(deRochemont).

**BAGDAD AFTER MIDNIGHT**—BUR—For exploitation, burlesque spots—60m.—10-31-56—4245—(Sonney).

**BIG FUN CARNIVAL, THE**—NOV—Marian Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—1-23-57—4281—(APA).

**CROWDED PARADISE**—D—Hume Cronyn, Nancy Kelly—Well-made drama—94m.—7-25-56—4194—(Tudor).

**CURFEW BREAKERS**—MD—Paul Kelly, Cathy Downs, Regis Toomey—Mild, inept expose of drug traffic among high school teenagers—70m.—4-3-57—4310—(Screen Guild).

**DANCE HALL RACKET**—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating exploitations spots—62m.—10-3-46—4235—(Weiss).

**DAUGHTER OF HORROR (Dementia)**—MD—Adrienne Barret—Exploitation entry is only suited for particular situations—60m.—2-20-57—4294—(E.P.I.).

**FLAMING TEEN-AGE, THE**—MD—Noel Rayburn, Ethel Barrett—Amateurish "fast buck" attempt—55m.—5-15-57—4329—(Truman Ent.).

**FLESH MERCHANT, THE**—MD—Fast buck stuff for exploitation spots—59m.—9-19-56—4227—(Sonney).

**FRONTIER WOMAN**—W—Cindy Carson, Lance Fuller, Ann Kelly—Indian thriller okay for duallers—80m.—1-9-57—4275—EC—Vistarama—(Top).

**ISLAND OF ALLAH**—DOC—Interesting documentary-type drama—61m.—7-25-56—4194—Color—(Brenner).

**IS YOUR HONEYMOON REALLY NECESSARY**—C—Diana Dors—Pleasing bedroom farce—70m.—10-31-56—4244—English—(Brenner).

**KENTUCKY RIFLE**—W—Chill Wills, Lance Fuller, Cathy Downs—Average western has angles—82m.—8-8-56—4201—Pathe Color—(Howco).

**LOVE ME MADLY**—C—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—12-26-56—4271—Part Color—(McCarthy).

**NAKED EYE, THE**—DOC—Written, directed and produced by Louis Clyde Stoumen; narrated by Raymond Massey—Entry on photos, photography and the people who indulge therein, for the art and specialty spots—71m.—5-1-57—4320—Part Color—(Film Rep.).

**OKLAHOMA!**—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—10-19-56—4051—EC—Todd-AO—(B)—(Magna).

**OEDIPUS REX**—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troupes, etc.—88m.—1-23-57—4281—EC—(MPD).

**ON THE BOWERY**—DOC—Produced by Lionel Rogosin—Off-beat and interesting documentary for specialty spots—65m.—4-17-57—4315—(Rogosin).

**ROCK BABY, ROCK IT**—MU—Johnny Carroll, Don Coats, Kay Wheeler—Mediocre "beat" film—67m.—5-15-57—4329—(Freebar Dis't).

**ROCKIN' THE BLUES**—MU—Mantan Moreland, Flourney Miller, Hal Jackson—All Negro rock 'n' roll opus should click in some spots—66m.—4-3-57—4310—(Jewel).

**SPELL OF THE HYPNOTIST**—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—9-5-56—44221—(E.P.I.).

**THEY WHO DARE**—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—1-25-57—4092—TC—(Famous).

**THRILLARAMA**—NOV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—3-6-57—4299—EC—(Thrillarama).

**UNTAMED MISTRESS**—NOV—Lower half exploitation subject—70m.—10-31-56—4245—Color—(Armond).

**VIOLENT YEARS, THE**—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—10-17-56—4239—(Phoenix).

**WALK THE DARK STREET**—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—10-31-56—4245—(Dominant).

**WETBACKS**—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—10-31-56—4246—Color—(Gibraltar).

# THINGS YOU SHOULD KNOW

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## CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 9 Months, . . . PLUS information on all that are in production for early release.



3653 (Feb. 11) Rhythms With Regls .....F 14m. 4313  
 3654 (Feb. 25) Golden Ladder .....G 15m. 4323  
 3655 (Mar. 11) Swingin' And Singin' .....G 15m. 4331

COLOR PARADES

3671 (Dec. 24) Holiday In The Hills .....G 9m. 4283  
 3672 (Jan. 21) Valley of Two Faces (CS) G 10m. 4283  
 3673 (Feb. 11) Frozen Frontier .....G 9m. 4323  
 3674 (Mar. 25) Junior Jamboree .....G 9m. 4323  
 3675 (May 20) Crossroads Of The Ages G 9m. 4323

WALTER LANTZ CARTUNES

(Technicolor)

3611 (Dec. 17) Woodpecker Meets Davy Crewcut .....G 6m. 4283  
 3612 (Jan. 14) Fowled Up Party .....G 6m. 4283  
 3613 (Feb. 11) Red Riding Hoodlum .....G 6m. 4283  
 3614 (Mar. 11) The Plumber Of Seville..... F 6m. 4283  
 3615 (Apr. 8) Box Car Bandit .....G 6m. 4283  
 3616 (May 6) Operation Cold Feet .....G 6m. 4283  
 3617 (June 3) Unbearable Salesman .....G 6m. 4283  
 3618 (July 1) International Woodpecker G 6m. 4323  
 3619 (July 29) To Catch A Woodpecker .....G 6m. 4323  
 3620 (Aug. 26) Goofy Gardner .....G 6m. 4323

VARIETY VIEWS

3691 (Feb. 4) Milk Run .....G 9m. 4323  
 3692 (Mar. 4) Monkeys Are The Craziest F 9m. 4323  
 3693 (Apr. 1) Bear Cubs Go Rural ..... F 9m. 4323  
 3694 (May 6) Brooklyn Goes To Detroit F 9m. 4323

Warners

SPECIAL FEATURETTES

4911 (.....) Chasing The Sun .....G 36m. 4252

Two Reel

WARNERCOLOR SCORE GEMS

4101 (Oct. 6) South Of The Himalayas E 18m. 4264

4102 (Dec. 29) The Legend Of El Dorado E 18m. 4310  
 4103 (July 13) Blue Danube .....G 18m. 4311

SPECIALS

(WarnerColor)

4001 (Sept. 8) East Is East .....G 18m. 4246  
 4002 (Dec. 2) Howdy Partner .....G 18m. 4311  
 4003 (Mar. 2) Pearls Of The Pacific .....G 18m. 4311

BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

4301 (Sept. 15) Mouse Mazurka .....F 8m. 4247  
 4302 (Oct. 20) Paying The Piper .....F 7m. 4247  
 4303 (Nov. 17) Daffy Duck Hunt .....F 7m. 4264  
 4304 (Dec. 1) Henhouse Hennerly ..... E 7m. 4272  
 4305 (Jan. 19) Swallow The Leader ..... F 7m. 4323  
 4306 (Feb. 2) For Scent-Imental Reasons G 7m. 4323  
 4307 (Mar. 9) Mouse Wreckers .....G 7m. 4323  
 4308 (Apr. 6) Dough For The Do-Do ..... F 7m. 4323  
 4309 (Apr. 27) Fast And Furry-Ous .....G 7m. 4323  
 4310 (May 18) Bear Feat .....G 7m. 4323  
 4311 (June 29) Each Dawn I Crow .....G 7m. 4323  
 4312 (July 27) Bad Ol' Putty Tat .....G 7m. 4323

BUGS BUNNY SPECIALS

(Technicolor)

4723 (Sept. 15) A Star Is Bored .....G 7m. 4247  
 4724 (Oct. 27) Wideo Rabbit .....G 7m. 4256  
 4725 (Dec. 15) To Hare Is Human ..... F 7m. 4311  
 4726 (Feb. 9) Ali Baba Bunny ..... E 7m. 4311  
 4727 (Apr. 13) Bedeviled Rabbit .....E 7m. 4311  
 4728 (May 25) Piker's Peak .....E 7m. 4311  
 4729 (July 6) What's Opera Doc? .....E 7m. 4311

MERRIE MELODIES

(Technicolor)

4701 (Sept. 1) Slap Happy Mouse .....G 7m. 4227  
 4702 (Sept. 20) Deduce, You Say! .....G 7m. 4247  
 4703 (Oct. 13) Yankee Dood It .....F 7m. 4256

4704 (Nov. 10) There They Go-Go-Go .....F 7m. 4256  
 4705 (Nov. 24) Two Crows From Tacos...G 7m. 4247  
 4706 (Dec. 8) The Honey Mousers ..... G 7m. 4311  
 4707 (Jan. 5) The Three Little Bops ..... E 7m. 4311  
 4708 (Jan. 12) Tweet Zoo .....F 7m. 4311  
 4709 (Jan. 26) Scrambled Aches ..... F 7m. 4311  
 4710 (Feb. 23) Go Fly A Kite ..... G 7m. 4311  
 4711 (Mar. 16) Tweety And The Beanstalk E 7m. 4311  
 4712 (Apr. 20) Boyhood Daze .....E 7m. 4311  
 4713 (May 4) Cheese It, The Cat .....E 7m. 4311  
 4714 (May 11) Fox Terror .....E 7m. 4311  
 4715 (June 8) Steal Wool .....E 7m. 4311  
 4716 (June 22) Boston Quackie .....E 7m. 4311  
 4717 (July 20) Tobasco Road .....E 7m. 4311

WARNERCOLOR SPECIALS

4401 (Oct. 27) Playtime Pals .....G 9m. 4247  
 4402 (Mar. 30) I'll Be Doggoned .....G 9m. 4247  
 4403 (June 1) Black Forest .....G 9m. 4247

WARNERCOLOR SCOPE GEMS

4501 (Sept. 22) Crossroads Of The World E 9m. 4276  
 4502 (Nov. 3) Magic In The Sun .....E 8m. 4283  
 4503 (Feb. 16) Under Carib Skies .....F 9m. 4323

Miscellaneous

Bloodstock (BIS) (Color) .....F 15m. 4310  
 Bespoke Overcoat, The (Arthur) ..... F 33m. 4281  
 Challenge In The Air (BIS) ..... F 13 1/2m. 4315  
 Face Of Lincoln, The (Cavalcade) ....G 20m. 4331  
 Hidden Talent (McCarthy) .....F 17m. 4272  
 Impression Of London, An (BIS) (Technicolor) .....E 14m. 4311  
 Majesty Of The Air (BIS) (Tech.)...G 21m. 4311  
 Red Balloon, The (Lopert) (Tech.)...E 34m. 4310  
 Suez Canal—(Technicolor)—(deRochemont) .....E 25m. 4221  
 Trooping The Colour (BIS) (Tech.)...G 10m. 4331  
 True Story Of The Civil War, The (Film Representations) .....E 33m. 4331  
 Undersea Conquest (Lexington) (Color) .....G 18m. 4347



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THRU  
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A NEW  
KIND OF  
TERROR!

MOTION PICTURE

# EXHIBITOR

JULY 10, 1957 VOLUME 58 NUMBER 11  
IN TWO SECTIONS • THIS IS SECTION ONE



**Reviews On  
27 New Features**

*Servisection*

**Circuits Seek  
New Theatres**

(page 8)

**Two Features  
Bypass First-Run**

(page 9)

**AND FEATURING: STUDIO SURVEY**

← Ben Marcus, prominent Wisconsin exhibitor and National Allied executive, announced plans recently to remodel four of his theatres into de luxe showplaces, anticipating the rise of multiple run engagements.



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ROBERT TAYLOR • DOROTHY MALONE

in **"TIP ON A DEAD JOCKEY"**

Co-Starring GIA SCALA

With MARTIN GABEL • MARCEL DALIO • Screen Play by CHARLES LEDER

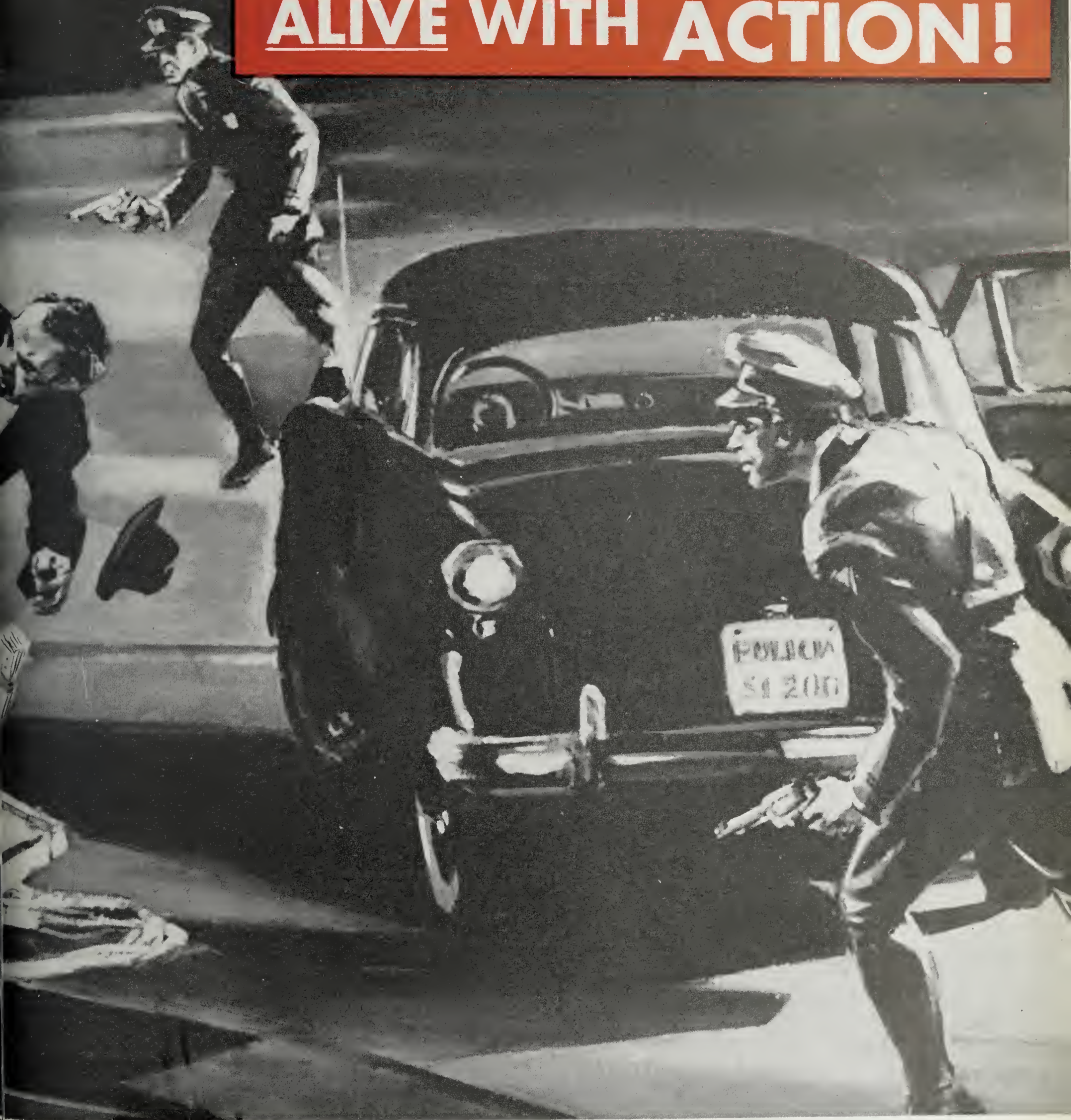
Based on the New Yorker Magazine Story by Irwin Shaw • In CinemaScope

Directed by RICHARD THORPE • Produced by EDWIN H. KNOPE



TAKE A TIP FROM M-G-M!

# "TIP ON A DEAD JOCKEY" ALIVE WITH ACTION!



## OUT OF MEDITERRANEAN SKIES A MYSTERIOUS PARACHUTE!

Above is the artist's conception of the scene at an isolated air-strip outside Madrid. It is the climax of a drama in which an ex-war pilot, who has lost his nerve, overcomes his fear of flying again in a breath-taking emergency involving two beautiful women, a fortune in contraband and the International Police. Your patrons want ACTION! Here it is!

# "PICKUP ALLEY"

**WAS FILMED IN THE "PICKUP ALLEYS" OF NEW YORK, LONDON, PARIS, LISBON, ROME, NAPLES AND ATHENS!**

When the script first came to our desk it hit us with the power of a sledge hammer. It was our type of story: *A story with guts that would take guts to make.* Fearlessly it depicted the evils of the dope traffic, the private hells of the "hooked," the nightmare underworld of the "pushers," the merciless war being waged by Interpol, the international police organization, against the narcotics network.

Our instructions were: Shoot it like it was written . . . and let the chips fall where they may. We took our cameras into the "pickup alleys" of the world. We selected Anita Ekberg to play her first dramatic role as the trapped "pusher," fighting her way back from purgatory. Victor Mature is the American narcotics counter-agent, fighting the enemy with its own ruthless weapons; Trevor Howard is the peculiarly twisted mastermind of the syndicate.

PICKUP ALLEY will soon be ready for distribution. We think it is important industry news. It is the first film to penetrate so fearlessly into those previously forbidden areas. It is the first film to handle this adult theme in the adult manner in the light of the motion picture industry's recent recognition of the public demand for mature handling of urgent social problems.

Warwick is proud to have made PICKUP ALLEY. We predict it will create considerable excitement on your screen . . . and at your boxoffice.

*Irving Allen and A. R. (Cubby) Broccoli  
for Warwick Film Productions*



*...from* **Columbia!**  
in CINEMASCOPE



# EXHIBITOR



JULY 10, 1957  
VOLUME 58 NUMBER 11

## FOR THE CLIP-AND-SAVE DEPARTMENT

WE READ IT in THE FAMILY DIGEST (Catholic) where its original source was credited to THE CATHOLIC PREVIEW OF ENTERTAINMENT, but we think it is the kind of opinion that every theatremen will want to have available when critics charge movies in general, and theatres both roofed and drive-in in particular, with the obvious increase in juvenile delinquency. The article was titled: "Are Teenagers Safe at Drive-In Theatres?"

*"It is clear that responsible drive-in theatre managers have met their obligations to all elements of their audiences with a mature and imaginative program. As for the teenager, it is still true that a youth who wants to act in a delinquent manner will do so no matter where he is, but fortunately his group is in the minority. Even with such relatively intractable groups, however, the influence of other, more restrained youths and the overall family atmosphere of the drive-in tends to act as a corrective."*

*"Normally speaking, your teenager is as safe as you have taught him to be. For the combination of sound moral education in the home plus the parents' knowledge of the character of the drive-in which their children attend is the best guarantee of their safety."*

Unfortunately, it is true that the average theatremen is the victim, rather than the promoter, of teen-age vandalism and lawlessness. Having had no part in the teenager's upbringing, and having no right to "use the rod" in correcting him, he is never-the-less blamed for his shortcomings.

Most responsible theatremen have reason to be grateful for this clear thinking analysis by a church publication.

And the other kind, the ones who flourish on dusk-to-dawn shows, on burlesque and other sex pictures, and on "passion pit" policies, wouldn't care what anyone thinks. What they have between the ears reacts only to the

## AN INTERESTING SPECULATION

JUST THE OTHER DAY, we were forced to call a halt to an unsuccessful theatre operation, on which no profit had been possible for the past seven years. With the decision came the heartbreaking task of advising some long term employees in a relatively small town that they must look elsewhere for jobs. And while so occupied, a local exchange manager called to advise that this same theatre had been "dark checked" at their order, while playing several days of "flats."

Now we don't know how many "checking" tickets different distributors purchased at this theatre last week. Let's suppose that there was a total of 10. Net admission price after local tax is 50 cents. So that would come to

\$5.00. And there have been many weeks when \$5.00 made the difference between profit and loss.

We happen to know of a number of theatres that are holding on today by margins that are just as skinny. We wonder how many would fold up if Wilmark and all other "checking" ticket purchasers suddenly quit such "checking," almost an unintentional subsidy?

\$5.00 per week less, and we might have closed this theatre months ago. Could it be that Wilmark kept it going?

But we were the trade paper that defended "blind checking."

Interesting speculation, isn't it?

## A GUINEA PIG IS NOT HAPPY

THE RECENT SERIES of decisions by the U. S. Supreme Court, ruling that obscenity is "utterly without redeeming importance," and therefore deserving of no rights or protection under the Constitutional guarantees of free speech, is certain to give impetus to a more strict enforcement of existing anti-obscenity laws.

So, obscenity is now defined and a positive yardstick exists that can be readily applied to motion pictures. And, with fair reason, there are going to be plenty of local situations where people are just itching to use such a yardstick in the old fashioned woodshed way.

So, "examples" will be made. Backed by the bright new decision, some of the "examples" may be even less offensive than some of the past offenders who got away. But that won't make the owner or manager who is singled out for attention feel any better about it.

We can only advise anyone thinking of booking a fringe or sexational show to think of the guinea pig. He is man's great "example." He get stuck with needles, inoculated with germs, frozen, friend, and cut into pieces as the perfect test case. His is not a happy life.

So do without the "fast buck." Don't be a guinea pig!

**Jay Emanuel**

# EVERYBODY'S TALKING ABOUT THE SHOCKING BEHAVIOR OF "TAMMY and the BACHELOR"



**Delighted patrons** are making it **the Word-of-Mouth picture of the year!**

**Delighted exhibitors** are raving about its exciting performance at the boxoffice



- ★ **New House Record, Joy, New Orleans (now in 4th week)**
- ★ **Most playing time in 35 years, Paramount, Baton Rouge**
- ★ **Topping "Written on the Wind" in Savannah, Ga., and Portland, Me.**
- ★ **First 2 days top any U-I midweek opening in last 5 years, Byrd & State, Richmond, Va.**
- ★ **3rd week in Birmingham and Salt Lake City and holding over everywhere!**

# BROADWAY GROSSES

(As of this Monday)

## Holiday Hypos Holdovers

NEW YORK—The holiday weekend sparked Broadway first-run business considerably with a Rock 'n' Roll stage show, as usual, creating more fireworks than usual at the Paramount. The only other opening was Jerry Lewis' solo Paramount endeavor, "The Delicate Delinquent," Mayfair, and it got off to a fast start.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Beginning Of The End" (Republic-AB-PT). Paramount (\$47,654)\*—First week heading toward sensational \$127,000; but Rock 'N' Roll stage show responsible.

"Island In The Sun" (20th-Fox). Roxy (\$81,388)—Thursday through Sunday accounted for \$55,186, with the fourth week bound to top \$80,000. Usual stage show.

"The Prince And The Showgirl" (Warners). Radio City Music Hall (\$146,192)—Thursday through Sunday counted at \$95,000, with the fourth week expected to tally \$145,000. Usual stage show.

"The Pride And The Passion" (UA). Capitol (\$39,813)—Second session claimed at \$76,000.

"Face In The Crowd" (Warners). Globe (\$11,854)—Sixth week heading toward \$9,000.

"The Delicate Delinquent" (Paramount). Mayfair (\$15,087)—Opening okay with first week sure to do \$34,000.

"Beau James" (Paramount). Astor (\$24,578)—Second week sure of \$30,000.

"Saint Joan" (UA). Victoria (\$21,930)—Second week down to \$10,000.

"Sweet Smell Of Success" (UA). Loew's State (\$18,644)—Second week anticipated at \$32,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

## Lights Go On Again

MINNEAPOLIS—A recent survey showed that the following conventional theatres had reopened in the area: Cannon, Cannon Falls, Minn.; Kickapoo, Gays Mills, Wis.; Rose, Melrose, Wis.; Ulen, Ulen, Minn.; Waverly, Waverly, Minn.; Capitol, Parker, S. D.; and Twin Kiss, Doland, S. D.

Only one house, the Majestic, Barron, Wis., was reported closing due to poor business.

# I N D E X

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July 10, 1957



# The NEW YORK Scene

By Mel Konecoff

THE TEAM of William Holden, actor; Sam Spiegel, producer; and Paul Lazarus, Jr., vice-president in charge of Columbia advertising and publicity, got together last week to announce promotion plans for the forthcoming release, "The Bridge On The River Kwai." What a team.

Lazarus ran interference for the others by first informing us that a second unit had been keeping its camera eye on the first unit which was in turn involved with putting on film in Ceylon what audiences will see. This behind-the-scenes peeping will pay off in clips for newsreel use, as coming attraction trailers far in advance, and in 15 and 30 minute featurettes for TV penetration prior to the release of the film. 'Twas said that a record budget of \$250,000 has been allocated by Columbia for the preparation and distribution of special promotion film.

Unit number two exposed 40,000 feet on its sneaky mission, and footage will be edited and prepared for not only theatre and TV use, but for tying in with and showing before schools, colleges, clubs, and organizations. Special footage has been filmed for special national TV shows such as "Break The Bank" and others which use same in the fall when they return to the air.

Bill Holden narrated as some of the simple footage was shown, explaining backgrounds and how certain scenes were shot. He paid tribute to his fellow actors and the technicians. Spiegel related how Holden and others faced heat, fungus, leeches, dysentery, hundreds of snakes, etc., and how Holden was the only one not afraid of snakes. He went out of his way to tangle with 'em. Must be his Hollywood training.

Spiegel reported that the entire film was made in Ceylon, and while the background footage was in black and white, the feature was filmed in color. It will be edited in London and will probably be released before the first of the year to be considered for Academy Award consideration. It will also be submitted for selection for the Royal Command Performance.

He was asked whether the trouble and expense of background filming was worth it from a boxoffice standpoint, and he stated that it was an unknown quantity which he hoped would pay off. It will certainly keep the feature alive, with interest being continually developed until release time. Newsreel clips will be available through Columbia exchanges to all exhibitors, even those who are in bidding situations and won't know whether or not they will be playing the film.

**THE METROPOLITAN SCENE:** Lynn Farnol sends along a coin with the note, "This coin would buy you a taxi ride in Hunza if there were taxis in that forbidden mountain kingdom in the Himilayan mountains. But there are none. It is one of the last frontiers that Lowell Thomas' two young airmen visit in their 'Search For Paradise,' his new adventure in Cinerama. It's sort of a birthday gift, too, because we're celebrating our fifth anniversary with Cinerama." This is one time where somebody finally sent some money. . . . Hurray for Rank for latching onto Andy Gebstaedt as advertising manager. . . . Gordon Craddock, assistant to Irving Sochin, general sales manager at Rank, became a dad for the fourth time when his wife presented him with a daughter. . . . Columbia tying in with youngsters everywhere for their "Young" pictures, "The Young Don't Cry" and "No Time To Be Young" via a promotion with the National Association of Teenagers, whatever that is. . . . Jerry Lewis played host to youngsters of the Police Athletic League with a special screening of "The Delicate Delinquent" which he attended in person."

## Court Okays "Eden" Showing

ALBANY, N. Y.—The New York State Court of Appeals ruled last fortnight that "The Garden Of Eden" was not obscene and there is "no legal basis for censorship." The majority opinion held that the State Education Department has exceeded its motion picture censorship authority in banning the film which shows scenes of nudists.

The Board of Regents had upheld the Motion Picture Division's ban, and this was appealed by Excelsior Pictures Corporation.

## Weil Joins Columbia

NEW YORK—John A. Weil, most recently with the General Foods Corporation public relations department, has joined Columbia International as assistant to Lawrence H. Lipskin, who is in charge of publicity, advertising, and exploitation with the title of assistant to the president. He replaces F. F. Galvan who left Columbia several months ago.

## Rank Product Short Set

NEW YORK—Rank Film Distributors of America will hold a series of special screenings in all exchange centers for exhibitors of its 20-minute wide-screen short subject, "Full Screen Ahead," which outlines the policy initiated by the company to bring American audiences a continuous supply of top entertainment, it was announced by president Kenneth Hargreaves.

Irving Sochin, general sales manager, said that prints of "Full Screen Ahead" have already been shipped to RFDA exchanges for screenings before local exhibitors during July and August.

## Florida Bars New Taxation

TALLAHASSEE, FLA.—The State Legislature passed a law forbidding any new municipal admissions taxes, before it adjourned until 1959 last fortnight. The Legislature also continued the exemption of film rentals from the state sales and use taxes.

# Marcus Sees Big Future For Multiple Runs

## Rise Of Shopping Areas Away From City Centers Spurs Exhib To Remodel Four Wisconsin Theatres

NEW YORK—Ben Marcus, president and general manager, Marcus Theatres Management Company, operating over 30 conventional theatres and drive-ins in Wisconsin, stated last fortnight in an interview that multiple runs are destined to become "one of the chief merchandising methods of the business." He said they will gain importance by reason of the fact that the rise of shopping areas away from the crowded urban areas is diverting seekers after movie entertainment from the theatres in the amusement sections of many of our large cities.

The National Allied vice-president and member of the Emergency Defense Committee, stated that he will remodel four of his houses after Labor Day at a cost of approximately \$250,000. These theatres are the Orpheum, Green Bay; Viking, Appleton; Neenah, Neenah, and Tosa, Milwaukee. He said this improvement program had been decided upon when he realized that the public is drawn to deluxe theatres which provide an atmosphere different from that to be found in the home or elsewhere.

Other views voiced by the Wisconsin theatremen were that distribution policies should be designed to make it possible for exhibitors to show a profit so that they will be able to make improvements in their theatre properties and thereby be of help to the distributors by rolling up larger grosses for their pictures, and that exhibitors should increase their advertising.

As to the cable theatre, Marcus said, "I don't believe the public is going to confine themselves again to their living rooms for entertainment."

He said he would like to see an arbitration system adopted but only so long as availability of product was assured exhibitors.

He also stated he favored National Allied's return to COMPO providing it were allowed to enjoy the same position in the council as it did before its withdrawal from membership and were assured of a place on the governing committee.

## Wobber To Remain Active

HOLLYWOOD—It was learned last fortnight that Herman Wobber, who has just turned 78, will not retire as previously announced, but most likely will take a post as global representative of Spyros P. Skouras, 20th-Fox president.

Wobber intimated this at a testimonial luncheon sponsored here by Variety Clubs in honor of his 50th year in show business.

Among those who paid tribute to him was Jesse L. Lasky, who said, "He is the most honorable, the most truthful, the finest character the motion picture industry has ever had." Robert L. Lippert, head, Regal Pictures, described Wobber as "My idol."

## Buena Vista To Handle Two Whitney Features

HOLLYWOOD—Roy Disney, Buena Vista Film Distributing Company head, announced last fortnight that his organization would distribute C. V. Whitney's next two pictures, "Missouri Traveler," now nearing completion, and "Young Land."

The deal is reported to involve \$5,000,000, and marks the first time that Buena Vista has handled outside productions for distribution.

## U-I Distributes Prizes For Feldman Drive

NEW YORK—Universal has started distribution of more than \$50,000 in prize money to the 130 division, district, branch, and office managers, salesmen, and bookers who were the winners in the Company's "Seventh Annual Charles J. Feldman Sales Drive" which concluded May 4 with the largest single week's domestic billings in the company's history.

The winning division was the east, headed by P. T. Dana, eastern sales manager. The winning district was that of Joseph Gins, who headquarters in Boston with the district also comprising Albany, Buffalo, New Haven and Washington. Second place in the divisional standing was captured by P. F. Rosian, whose district comprises the Cleveland, Detroit, Philadelphia, and Pittsburgh exchanges, while third place was taken by James V. Frew, whose district includes the Atlanta, Charlotte, Cincinnati, Jacksonville, and Memphis branches.

The top branch in the United States in the drive was New York, headed by Joseph B. Rosen. E. Myer Feltman's Boston branch was second; Alex Schimmel's New Haven branch office was third; Buford Styles' Jacksonville office was fourth; and Edward Heiber's Philadelphia branch was fifth.

## SW's Brooks On Sick Leave

PHILADELPHIA—The local trade learned last fortnight that Bernie Brooks, Stanley Warner Theatres assistant zone manager, would be on leave of absence for the balance of the summer due to illness. In confirming the fact, Ted Schlanger, SW zone chief, said that Brooks "had not been feeling well for some time."

William Yurasko has been promoted from the booking department to take over Brooks' duties; while Hank Goldman, most recently with the Dipson Circuit in West Virginia, returns to SW as a booker.

## Paramount Names Israel

NEW YORK—Arthur Israel, Jr., has been elected vice-president of Famous Music Corporation and Paramount Music Corporation, it was announced last fortnight by Russell Holman, president of these companies,

## Loew's, NT Seek New Theatre Sites

NEW YORK—A hearing was held last fortnight on the application of National Theatres to construct a new theatre at Garden Grove, Cal.

Counsel for NT told Federal Judge Edmund Palmieri the circuit intended the house to serve as a "pilot" to determine whether or not the circuit should continue to build new theatres or divert its money into other channels.

Opposition to National's request was voiced by Cecil Zinnicoff, Southern California Amusement Company, which is presently constructing a new theatre two and a half miles from the proposed NT site. He argued it would be impossible for SCA to compete with NT for first run films as the latter would have an "economic advantage." The number of theatres in the area is not a factor, he said, only the product situation.

The anti-trust division of the Department of Justice did not voice any opposition, but the Judge said the Government should file a brief. He then reserved decision.

Judge Palmieri also reserved decision on a petition of Loew's Theatres to acquire a new house just north of Miami Beach, Fla., on which arguments were also held.

The Government stated it was not opposed to the Loew's acquisition but opposition was presented by counsel for Wometco Theatres, who said that circuit did not want Loew's to come into the area. If it was allowed, Wometco argued, it should be under the condition that the theatre be a subsequent run and not be permitted to bid for first run product. He charged that where Loew's had bid in other situations, film prices in the area went up.

E. M. Loew, operator, Gulf Stream Drive-In, and the Miami Theatre also objected to Loew's move.

## U-I Promotes Kamey

NEW YORK—The promotion of Paul Kamey to the newly-created post of assistant eastern publicity manager of Universal was announced last week by Charles Simonelli, eastern advertising and publicity department manager.

In his new post, Kamey will assist Philip Gerard, the company's eastern publicity manager. Kamey has been associated with Universal for the past eight years. Prior to that he was in the publicity departments of MGM and 20th-Fox.

## Tom Clark Dies

PHILADELPHIA—Thomas J. Clark, 66, vice-president, Highway Express Lines, and brother of James P. Clark, was stricken with a fatal heart attack last weekend at his North Wildwood, N. J., summer home. He had been under a physician's care for a heart ailment for some time.

He is survived by his wife, Ann.

## Merchandise Bingo Returns To Reading

READING—Folks who thought Bingo had vanished from the Reading scene learned differently when an independent game was set up for at least 300 players on a Saturday night in the large hall of the West Lawn Borough fire company house. Fourteen long tables, each accomodating 20 or more players, were placed in the hall, and smaller tables were placed on the stage and on the balcony of the large hall.

The game was said to have been run by Harry Wolfe, of Stouchsburg, this county, who told newsmen that merchandise Bingo game operators, who have not been giving cash prizes at any time, have taken District Attorney Frederick O. Brubaker, who issued a Bingo-banning ultimatum of May 14, at his word. Since that date a statement of Brubaker's is taken as prohibiting only cash prize games, rather than affecting merchandise prize games.

The new statement by Brubaker was made in his address to a quarter sessions jury this month, in the trial of John F. Hyneman on a charge of operating a cash prize Bingo game in Pheasantland Park, in Oley Valley, about 10 miles east of Reading. Hyneman was convicted on two counts, acquitted on third. Brubaker, according to Donald F. Spang, attorney for another Bingo operator, said that "Hyneman transgressed in running Bingo for cash, and that Bingo for merchandise had never been objected to here."

Since the Reading newspapers no longer take Bingo advertising, word of the game's revival is being spread by word of mouth. Hyneman, convicted recently, has applied for a new trial.

There is little or no prospect of Wolfe or any other merchandise-Bingo operator being arrested, so long as they do not offer or pay cash prizes. Most of the prizes are groceries or vouchers good only for merchandise, not for cash.

This "unlikelihood" of further arrests is due to the fact that the Bingo ban is being made a political issue, and no one

## Warners To Stress Pre-Sold Films, Kalmenson Tells Sales Convention

NEW YORK—A message from Jack L. Warner, president of Warners, and an address by Benjamin Kalmenson, executive vice-president, highlighted the final sessions of the home office convention of distribution executives and district managers, presided over by Roy Haines, general sales manager.

The important success of key productions now in release and the stature of pictures in work or in preparation for filming indicate excellent financial returns for the immediate and foreseeable future, Kalmenson stated.

Warner further emphasized the bright outlook for the company's future. Continuance of the Warner Bros. open-door policy to ideas and talent was strongly emphasized by Kalmenson. "Our company welcomes, in fact, aggressively seeks makers of motion pictures with ideas and

## 'Loving You,' 'Bernardine' Open In Nabes, Bypass B'way Booking



Jay Emanuel center, publisher, MOTION PICTURE EXHIBITOR, recently presented a specially bound edition of the publication's proclamation in tribute to Spyros Skouras to the 20th-Fox president, right, as Charles Einfeld, 20th-Fox vice-president, left, looked on.

### Doob In MPAA Post

NEW YORK—Oscar A. Doob, former Loew's executive, was appointed last fortnight to the newly created post of executive coordinator for the Motion Picture Association of America advertising and publicity directors committee.

He will have offices with the MPAA in New York and in Washington. Doob retired from Loew's for whom he was national ad-publicity director for some 20 years, in September, 1955. He resides in Washington.

wants to "gum up" the works in the 1957 election campaign. Both parties are in line on this policy, taking care of the Bingo vote. Very sore just now, the Bingo voters threaten reprisals.

Spang, for instance, was a GOP candidate for Congress, but did not win, in a recent campaign. He is now attorney for at least one merchandise Bingo operator and may represent others.

talent," he stated. "The day of mediocrity in motion picture entertainment is long past. Our studios are interested in the purchasing of pre-sold properties and by pre-sold, I mean best-selling books and successful stage plays that have proven themselves audience-wise. It is our firm conviction that stories are more important than names. When you can effect a combination of both, the result is bound to be profitable motion picture entertainment."

A presentation for merchandising the summer and fall releases was made by Robert S. Taplinger, vice-president and director of advertising and public relations; Gil Golden, national advertising manager; Meyer M. Hutner, national publicity manager; and W. W. Brumberg, head of the field exploitation staff for the company.

NEW YORK—Two important films, Paramount's "Loving You" and 20th-Fox's "Bernardine" will bypass Broadway first-runs and open on a first-run basis in neighborhood theatres, it was announced last fortnight.

Added interest stems from the fact that both films figure to be especially attractive to youngsters. "Loving You" features rock 'n' roll star Elvis Presley, and "Bernardine" stars Pat Boone, another singing star whose records have found great favor recently. Exploitation campaigns are aimed at youngsters, and principal promotional media will be radio and newspapers.

The pictures will open one week apart. "Loving You" has been booked for July 17 in about 90 neighborhood and suburban situations, including the Loew's, Skouras, Century, Randforce, Brandt, and other circuits.

On July 24, "Bernardine" will open in about 100 theatres, including the RKO, Skouras, Century, and Randforce circuits.

The last instance of a similar mass booking in the area was Columbia's "The Garment Jungle." The company figured that the theme of labor racketeering suited it for the day-and-date bow.

### ITOA Renames Brandt

NEW YORK—At a meeting of the Independent Theatre Owners Association, held last fortnight at Toots Shor's Restaurant, the following officers were nominated for the new fiscal year: president, Harry Brandt; first vice-president, Max A. Cohen; second vice-president, William Namenson; third vice-president, Julius Sanders; fourth vice-president, Norman Leff; treasurer, Leon Rosenblatt; secretary, Edith Marshall; sergeant-at-arms, John C. Bolte, Jr.

Nominated for the board of directors were Samuel Einhorn, Norman Elson, Sam Freedman, Bob Goldblatt, Al Greene, Jack Hattem, Jack Heyman, Ben Knobel, Sam Koenig, Larry Kurtis, Murray Le-Boss, Martin Levine, Al Margolies, Melvin Miller, Irving Renner, Ray Rhone, Jack Rochelle, Tom Rodgers, and Murray Schoen.

### Frisch Joins Wage Board

NEW YORK—Emanuel Frisch, board chairman, Metropolitan Motion Picture Theatres Association, Inc., and executive, Randforce Amusement Corporation, was appointed industry representative on the State Minimum Wage Board, Amusement and Recreation Industries, last fortnight.

The board will survey industry conditions and may hold public hearings later. It has 90 days to prepare and submit a report plus recommendations.

### Case Joins List Board

NEW YORK—Ralph E. Case, a senior participant of Stevenson, Jordan and Harrison, was elected to the board of List Industries Corporation last fortnight.

## NEWS OF THE TERRITORIES . . .

### Industry Hears Plans For Christmas Salute

ALBANY—Pleas for cooperation by every segment of the amusement business in the combined Audience Collection and Christmas Salute for the Will Rogers Memorial Hospital, Saranac Lake, N. Y., were made at an organization meeting of distributors, exhibitors, and radio-television representatives in 20th-Fox screening room recently.

Don Houlihan, Paramount branch manager and distributor chairman, described progress at the hospital last year in the treatment of tubercular patients, which included a reduction from 12 to nine months in the average stay. He stressed the responsibility of the Albany exchange district to make a strong showing in the combined drive, the week of Aug. 7, because the hospital is located within the territory. The campaign for funds may be extended by individual theatres beyond Aug. 14, Houlihan and Elias Schlenger, Fabian division manager and exhibitor chairman, stressed.

Branch managers and salesmen are contacting exhibitors in the interest of the double drive, and theatre and exchange workers will be solicited also. National Screen Service will distribute the campaign trailer.

### Albany

The demolition of the 45-year-old Grand has begun, to make way for a parking lot. Patrons of Fabian's Palace, across the street, will have access to the area. . . . The State, Schenectady, N. Y., is slated to get a new marquee and outer lobby. The adjoining Erie recently was demolished by the W. W. Farley estate and the ground was converted to a parking lot. . . . Projectionist Joseph M. Thompson, 53, Proctor's, Troy, N. Y., died. . . . Herbert Schwartz, Columbia branch manager, has charge of Film Row solicitations for Variety Club's Thatcher Fund. Each exchange is asked to donate a minimum of \$15.

### Atlanta

Jean Craig has resigned as booker, Kay Exchanges, to join ABC Booking Service Company. She is replaced at Kay by Richard Hobson, former booker and office manager, Capital Films. . . . Dorothy Bartlett and Linda Compton were added to the Universal staff. . . . Buena Vista secretary Charlotte Hair has resigned. . . . Frances Taylor, 20th-Fox biller, was recuperating from illness. . . . Barbara Daniels, 20th-Fox, has resigned. . . . Roy McMahone is the new owner, Kissimmee Drive-In, Kissimmee, Fla. . . . The Houston, Dothan, Ala., is getting its first face-lifting in a 30-year history. . . . Pete Hassler is the new manager, Dixie, Byrds-town, Tenn.

The Silver-Moon Drive-In, Lakeland, Fla., is being remodeled. . . . C. D. Beeland, father of Charles Beeland, president, Beeland Films, Inc., died at his home here after a short illness.

### Lamont Memorial Fund Planned By Variety Club

ALBANY—Harry Lamont's tireless efforts on behalf of Variety Club's Camp Thacher are to be recognized through a Memorial Fund, which Variety and other industry organizations are raising. Donations to the fund, honoring the late exhibitor and former chief barker of Tent Nine, are being received by Jules Perlmutter, chairman of the special financial campaign. A plaque of tribute to Lamont will be hung at the Thompson's Lake base, where needy booyas are enjoying free two-week vacations.

Lamont, who died suddenly last month, had been co-chairman of the Heart Fund since 1955. He was also a director of Albany Boys' Club, which operates the camp with money supplied by Tent Nine from industry and public solicitation. The current drive has raised more than \$3,000.

### Boston

Academy Film Distributors has set up new quarters in the New England Gas Building, 250 Stuart Street, near Film Row. Tom Donaldson, branch manager, and Dorothy Blumenthal, office manager, are distributing foreign and domestic films to theatres in New England. . . . Mel Ames, for 31 years a salesman at RKO, has joined Allied Artists as a salesman, working with Ben Abrams, district manager, and Jerry Callahan, sales manager. Ames attended the screening of Allied Artists' "Love In The Afternoon" which was given for the staff of the Pepsi-Cola Bottling Company and their wives. A cocktail party followed at the Hotel Statler, hosted by James A. Mc-Afree of the bottling company. Harry Goldstein, AA exploitation manager, was in town for the occasion. . . . The first radio and newspaper saturation campaign handled by Rank Film Distributors of America has been set for the Providence area this week for the combination of "Black Tent" and "Check Point." Abe Weiner, district manager, and Stan Davis, branch manager, have contracted for 15 bookings in the Providence area. . . . Jack Riff has taken a lease on the Apollo, Nantasket Beach, Mass., for the summer and has installed CinemaScope equipment, a Raytone screen, and new Century machines and lenses, all from Massachusetts Theatre Equipment Company. . . . Judy Silverman is the new secretary for Carl Goldman, Independent Exhibitors, Inc., of New England.

The most important recent screening for the trade was Joseph E. Levine's Technicolor "Walk Into Hell," made in Australia and New Guinea. This film is to have its national premiere in the New England territory, kicking off in Boston at the Paramount and Fenway on July 31 and playing day and date in about 140 other theatres in the territory. An impressive campaign has been set up by Terry Turner, Levine, and his exploitation manager, George Kraska. . . . Burt Lancaster made a brief personal appearance in town. He was met at the airport

### High Court Reverses Bank Night Decision

PROVIDENCE, R. I.—The State Supreme Court recently granted the Goodwill Advertising Company, Boston, a new trial of its suit to collect a balance of some \$3,150 it claims is owed by the Elmwood Amusement Corporation, operators, Hollywood, East Providence, for licensing the theatre to conduct "bank night," starting in March, 1941.

Judge Patrick P. Curran in Superior Court had directed a verdict for the theatre corporation. He held that the contract to conduct bank night could not be enforced because the scheme was a lottery and violated state law. The Supreme Court, in an opinion written by Associate Justice Thomas J. Paolino, held that under the strict wording of the contract, bank night was not a lottery because participants were not to be required to purchase theatre tickets. Anyone wanting to participate was supposed to be allowed to register, and winners of drawings were supposed to be announced outside as well as inside the theatre.

The Supreme Court said that instead of directing a verdict, the trial judge should have allowed the jury to decide from the evidence whether the parties had varied the terms of the contract so that it was actually run as a lottery. The Hollywood, which allegedly refused to pay license charges between 1943 and 1949, contended that it ran the plan so that only paying patrons could take part. Judge Paolino said this amounted to an admission by the theatre that it had been conducting an illegal lottery. But he said that there was no credible evidence that the Goodwill Advertising Company, which owned the bank night plan, knew or consented to any variance by the theatre management.

by TV news cameras and press photographers, spent two hours for press interviews after lunching with the film critics.

**NEW HAMPSHIRE NEWS**—The Park, Jaffrey, is closed indefinitely. . . . At a special "Spring Reunion" screening in the Scenic, Pittsfield, any member of the graduating class of the local high school was admitted free. The Scenic has offered its facilities to any group wishing to use the theatre for benefit shows. . . . High winds in a thunderstorm blew down the 60-foot screen at the Newington Drive-In.

**PROVIDENCE, R. I., NEWS**—Arthur Slater, Loew's State chief projectionist, recently underwent minor surgery. . . . Joseph Plante, special attendant, Loew's, recently resigned. . . . The Pike Drive-In recently acquired an old fire engine, re-decorated it, and now is using it as an extra special ride for the entertainment of kiddies.

### Buffalo

Jerry Lewis was to be here this week on behalf of Paramount's "The Delicate Delinquent," opening in the Paramount. Mayor Steven Pankow was to welcome him at the airport. . . . "Seven Wonders Of The World" was advertising its last three weeks in the Teck after a 10-month run. Manager Dave Rogers stated that the opening of the new Cinerama subject,



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## Two Anti-Trust Suits Settled Out Of Court

CHICAGO—Attorneys Seymour Simon and Sheldon Collen last fortnight announced the out-of-court settlement of two cases in which they represent plaintiffs, both of which settlements were based solely on payment of undisclosed amounts by defendants to plaintiffs. Cases were:

In the case of Charles Albert, et al, versus Columbia Pictures Corporation et al, pending in the U. S. District Court for the Northern District of Ohio, plaintiffs operate the State, Urichsville, O. Suit was against the major distributors for damages of \$396,000 and other relief, and named the Shea Circuit as co-conspirator. Suit was filed in August, 1952. Simon and Horace Adams, Cleveland, represented plaintiffs.

In the case of Kalamazoo Drive-In Theatre Company versus Paramount et al, pending in the U. S. District Court for the Western District of Michigan at Grand Rapids, plaintiff operate the Douglas Drive-In, Kalamazoo. Suit was against Paramount, 20th-Fox, United Artists, Columbia, Warners, RKO, and the Butterfield Theatre Circuit, for \$75,000 damages and other relief, and was filed in May, 1956. Simon and Collen and Elden W. Butzbaugh, Benton Harbor, Mich., represented plaintiff.

"Search For Paradise," was indefinite. . . . The University of Buffalo is the locale of an RKO-Pathé documentary depicting life in an urban center of learning. . . . Center manager Ben Dargush gave away 100 vials of perfume to the first ladies attending Warners' "The Prince

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## Drive-In First Runs Hit The Big Money

COLUMBUS, O.—"Astounding" grosses have been recorded by many Ohio drive-ins and neighborhood theatres in booking first run attractions, said Robert Wile, secretary, Independent Theatre Owners of Ohio. He said both distributors and exhibitors are happy with the results.

"It figures economically that if you have to pay 35 per cent for second-run pictures you might do just as well paying 35 per cent for first-run pictures," said Wile. "Usually, the pictures are those that downtown theatres didn't want for one reason or another. And then some pictures are more suitable for neighborhood and drive-in theatres than for downtown first runs."

And The Showgirl." . . . Leo Redfice has succeeded Lenny Solidar as local Decca Records branch manager.

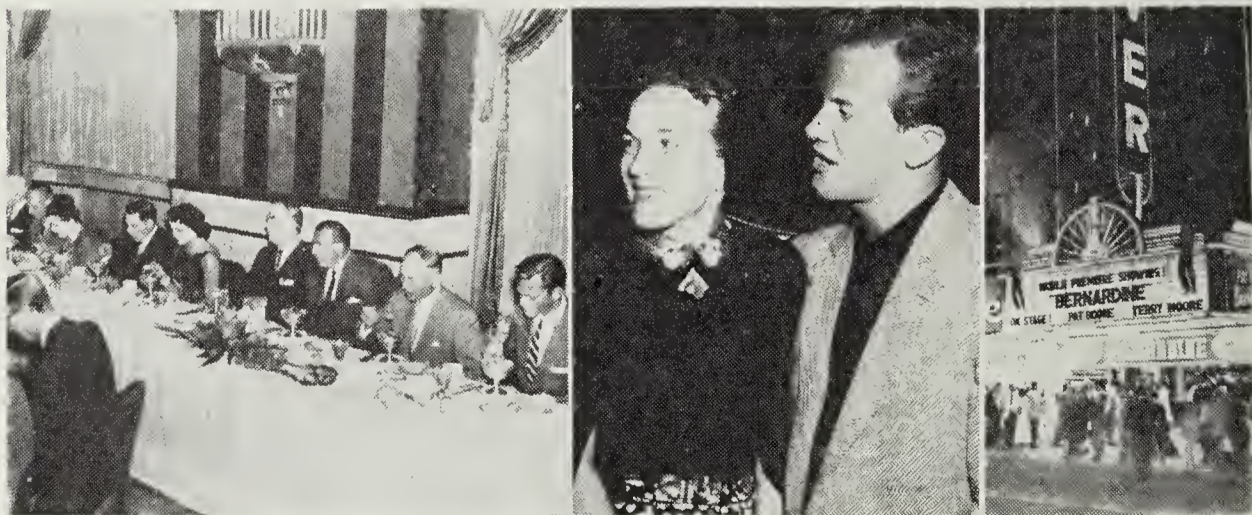
### Chicago

Members of Chicago Cinema Lodge, B'nai B'rith, at the final meeting of the summer season, elected officers and directors to head the Lodge for the 1957-58 term, including Jack Kirsch, Allied Theatres of Illinois president, as chairman of the board, and Harry Greben, booking agent, as president.

Samuel Barliant, president, Adelphi, remodeled the house and installed a new wide screen. . . . Fire broke out beneath the stage of the Rivoli, Muncie, Ind. An off-duty fireman took charge of extinguishing the blaze, and George Macdonald, of the theatre staff, conducted patrons in an orderly exit. . . . Lloyd G. Shoemaker reopened his Virginia, Chatsworth, Ill., following extensive improvements. . . . Mary Hartline landed the honor of starring in the annual Variety Club film, which will be presented in theatres throughout the city for the benefit of La Rabida Sanatorium, Variety's main charity. . . . Manager Harvey Elisburg, Halsted Drive-In, installed a cafeteria which is opened an hour before showtime.

### Cincinnati

City Council adopted an ordinance prohibiting directional signs on city streets for drive-ins and similar enterprises.



The world premiere of 20th-Fox's "Bernardine" took place recently at the Denver, Denver; and seen, left, at a special luncheon held in connection with the affair are, left to right, Herman Wobber, 20th-Fox western division manager; Governor McNichols of Colorado; Mary Chase, author of "Bernardine"; Alex Harrison, 20th-Fox general sales manager; Dorothy Johnson, currently "Miss Leatherneck"; Jack Foster, publisher, Rocky Mountain News; Samuel Engel, producer of "Bernardine"; Lieutenant Governor Johnson of Colorado; feature player Richard Sargent; in the center are seen Pat Boone and his wife; on the right crowds are seen attending the opening.

## Exhibitor Opposition Helps Defeat Bills

SPRINGFIELD, ILL.—Alert exhibitor opposition contributed to the defeat of two important bills in the state legislature last fortnight. House Bill 101, providing for a minimum wage of 75 cents per hour for all employees in the state, was defeated in the Senate committee on industrial affairs by a vote of seven to four. Appearing before the committee, on behalf of the industry were, Ralph Lawler, Peoria, president, United Theatre Owners of Illinois; George Kerasotes, Springfield, chairman of the board, United Theatre Owners of Illinois; and Duncan Kennedy, Chicago, head of Publix-Great States Theatres.

House Bill 1258, providing for county censorship of movies and other entertainment, was defeated by a close vote of seven to six. Appearing before the license and miscellany committee of the Senate on this proposed legislation were Kerasotes and J. B. Giachetto. Frisina Amusement Company, Springfield. Also active on behalf of the theatre interests was Jack Kirsch, Allied Theatres, Chicago.

Although not completely "dead" issues, it was considered unlikely that further action could be taken on the bills before the scheduled end of the legislative session.

Drive-in operators had threatened court action if directional signs to Crosley Field and Cincinnati Garden were permitted, but the ordinance was amended to include these entertainment spots. . . . John Gregory, pioneer suburban theatre operator, has sold his Far Hills, Dayton, O., and is retiring. When he opened the house about 20 years ago, there were adjacent corn fields. Now the suburb is one of the most beautiful and substantial in the country. . . . Jess Salzberg has been named manager, Howco Film Exchange, Indianapolis, which opened July 1. Lorraine Toney is office manager. . . . Midwest Theatre Supply is furnishing equipment for the new Almar Drive-In, Martin, Ky., W. A. Carter and Joe Osborn, owners. . . . Charles Banford, formerly with MGM, Chicago, has been transferred to the local MGM exchange. . . . Denesi Sexton is new assistant cashier, States Film Service.

# MEMO *from the desk of ALEX HARRISON*

I have been privileged to see a rough cut of Leo McCarey's **AN AFFAIR TO REMEMBER**, which is Jerry Wald's first production (in CinemaScope and Color by De Luxe) for release by our company. I want to express, on behalf of all of us at 20th Century-Fox, our deepest admiration and gratitude to these fine gentlemen, to Delmer Daves with whom Leo wrote the screenplay, and to the wonderful co-stars, Cary Grant and Deborah Kerr. They have created a love story the whole world is going to fall in love with, and remember, and cherish for a long time to come.



At both showings of this very rough, unfinished cut of the film which the Messrs. Wald and McCarey let us see, it was obvious that this was a film with the power to affect deeply all kinds of people. From the first moment, when Vic Damone sings the haunting title song, to the last tender kiss at the fade-out, the boys as well as the girls cried, laughed and had their hearts lifted by this warm, human, romantic motion picture.

*continue . . .*



We are now accepting July playdates on this memorable picture. We urge you to contact your local exchange immediately for availability of playdates for your theatre. I think, when **AN AFFAIR TO REMEMBER** is released next month, our friends in exhibition will be grateful. For here is one of those rare "pure entertainments" you are always hoping for. Pictures like our *The King and I*, Jerry's production *The Eddy Duchin Story*, Leo's *Going My Way*.

And, finally, the good people who pay their money to come in and see motion pictures are going to be most grateful of all. They will tell their friends and neighbors to go and see this picture, and, even more important, we think they will be reminded that the community motion picture house is still the place to experience the world's best entertainment.

Sincerely,

ALEX HARRISON  
General Sales Manager  
20th Century-Fox

## Texas Drive-In Group Names Meeting Head

AUSTIN, TEX.—Eddie Joseph, president, Texas Drive-In Theatre Owners Association, announced recently the appointment of Senator Preston Smith, former president of the association, as chairman of the 1958 convention.

Senator Smith is a drive-in owner at Lubbock and is currently serving as a senator in the Texas legislature from that district. Smith was the sponsor of S. B. 194, the so-called "blind checking bill," which recently passed the Texas legislature.

The Association is scheduling the 1958 convention in Dallas again this year. The dates have not yet been announced, but it is expected that the convention will be held in February or March.

The Association has asked that it be given representation at the conferences now being held to establish an industry-wide arbitration system, it was disclosed also. Joseph, in a letter to Ralph D. Hetzel, Motion Picture Association of America, said that MPAA "should, in all fairness, see that our organization is represented at the conference. Since we are directly affected by whatever decisions are made at these meetings, we feel that if good relationship and better understanding of the problems that affect us are to be achieved, we must be represented."

Ernest Stellings, president, Theatre Owners of America, said his association would not be adverse to inviting the Texas group to participate in the deliberations, according to Joseph.

**COLUMBUS, O., NEWS**—The City Council passed an ordinance making parents of minors violating the city's curfew liable to fines up to \$50 and jail sentences up to 30 days on the first offense and fines up to \$100 and 60 days in jail for second offenses. Law applies to children under 10 who are found loitering in public amusement places, streets, and the like between 11 p.m. and 4:30 a.m. . . . "Around The World In 80 Days" will have its Columbus premiere about Sept. 1 in the Uptown, downtown subsequent-run house. The theatre will be completely refurbished, with new screen and booth equipment for the Todd-AO attraction. . . . Herbert Schloss, Columbia exploitation representative, was here in advance of opening of "Fire Down Below," in Loew's Broad. . . . The Columbus Citizen is planning to run a serialization of "Something Of Value," planted by

Watch for them!

**NEXT!**

**Pittsburgh Territory**

Issue of July 17

**Kansas City Territory**

Issue of July 24

Save them!

## Film Exchange and Dealer Listing for the DALLAS FILM TERRITORY

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### Film Distributors

- ALLIED ARTISTS, 2204 Commerce St.—Riverside 7-1658**  
Br. Mgr.: Sol Sachs. Sales: W. Burl Lovelace, Ben C. Graham, David Shipp. Bookers: Miss Bennie Lynch, Laroy Sharrow. Field Exp.: George Bannan. Emerg. Phone: Riverside 7-2722.  
(Southwest Div. Mgr. in residence: Jas. A. Pritchard)
- ASTOR, 302½ S. Harwood St.—Riverside 7-2408**  
Br. Mgr.: O. K. Bourgeois. Sls. Mgr.: Mrs. John Jenkins. Sales: Earl Elkins, O. K. Bourgeois. Emerg. Phone: Fleetwood 2-5920, Lakeside 8-8883.
- BUENA VISTA (Disney), 2017 Young St.—Riverside 8-5306**  
Br. Mgr.: Sebe Miller. Booker: Bill Snow. Emerg. Phone: Whitehall B-6073.
- COLUMBIA, 1900 Young St.—Riverside 1-3541**  
Br. Mgr.: A. M. Whitcher. Office Mgr.: Ross Morgan. Sales: Joe Lyne, Joe Beckham, Jack Haynie. Bookers: Paul Rozenburg, Albert Flores. Cashier: Katherine Brown. Field Exp.: John Newfield. Emerg. Phone: Riverside 1-3541. (Southwestern Div. Mgr. in residence: J. B. Underwood)
- DCA, 2013½ Young St.—Riverside 7-1911**  
Br. Mgr.: Glenn Fannin. Office Mgr.: Peggy Smith. Emerg. Phone: Fleetwood 7-2509.
- DOMINANT, 310 S. Harwood St.—Riverside 2-8809**  
Br. Mgr.: Walter Penn. Booker: Jane Sims. Emerg. Phone: None.
- EMPIRE, 2011 Jackson St.—Riverside 2-8055**  
Sales: Travis D. Walton, C. Don Morris. Booker: Don Morris. Cashier: Leta T. Riley. Emerg. Phone: Fleetwood 2-3847, Adams 5-7983, Davis 1-2254.
- EXHIBITOR, 304 S. Harwood St.—Riverside 2-4359**  
Br. Mgr.: Robert M. Hartgrove. Booker: Mable Guinan. Cashier: H. A. Wartham. Emerg. Phone: Evergreen 1-5009.
- LIPPETT, 2011 Jackson St.—Riverside 2-8055**  
Br. Mgr.: Robert R. O'Donnell. Sls. Mgr.: Herman R. Beiersdorf. Office Mgr.: D. J. Grierson, Jr. Sales: W. J. Cammer. Booker: Gem Keagan. Cashier: Leta Kiley. Emerg. Phone: Riverside 2-8055.
- METRO-GOLDWYN-MAYER, 2013 Jackson St.—Riverside 1-4171**  
Br. Mgr.: L. J. Weber. Sls. Mgr.: Vernan Smith. Office Mgr.: A. V. Lhilbin. Sales: James Ronsilk, Ed Brinn, Bob Davis, Roland Taylor. Bookers: Carl Plunk, Leroy Whittington, Ora Dell, Marie Powers, Gayle Moorman, Carl Higby, Dan Hulse. Cashier: Carl Swenson. Field Exp.: E. B. Coleman. Emerg. Phone: Riverside 1-4171.  
(Southwestern Div. Mgr. in residence: John S. Allen)
- PARAMOUNT, 401 N. Pearl Expressway—Riverside 1-5565**  
Br. Mgr.: Frank Rule. Sls. Mgr.: Wayland Lillard. Office Mgr.: L. Watson. Sales: Dick Bond, Jerry Hayle, Paul Chapman, Ralph Fry. Bookers: Bob Williams, James Broiles. Field Exp.: Bob Bixler. Emerg. Phone: Riverside 1-5565.
- RANK, 412 S. Harwood St.—Riverside 8-5969**  
Regional Mgr.: Ray Jones. Br. Mgr.: W. E. Finch. Emerg. Phone: Fleetwood 2-0373.
- REPUBLIC, 412 S. Harwood St.—Riverside 2-4127**  
Br. Mgr.: Bernard Brager. Office Mgr.: Theo Kourt. Sales: W. S. (Lew) Wade, Johnny Kitts, F. E. Meyers. Booker: Bobby Wallace. Cashier: James Abbot. Emerg. Phone: Davis 8-2513.
- SACK, 213 S. Pearl Expressway—Riverside 8-3069**  
Br. Mgr.: Alfred N. Sack. Office Mgr.: Lester J. Miller. Emerg. Phone: Riverside 8-3069.
- SONNEY, 1710 Jackson St.—Riverside 8-3839**  
Bookers: Dorothy K. Sonney, Jan Baskette. Field Exp.: Dorothy K. Sonney, Jan Baskette. Emerg. Phone: Lakeside 6-659B.
- TOWER, 310 S. Harwood St.—Riverside 2-7736**  
Sls. Mgr.: Herman Craver. Emerg. Phone: Riverside 2-7736.
- 20TH CENTURY-FOX, 1801 Wood St.—Riverside 1-1501**  
Br. Mgr.: Bill Williams. Sls. Mgr.: M. H. Yowell. Office Mgr.: C. E. Davidson. Sales: A. W. Love, J. H. Alexander, W. Hansen. Booker: Joan Sealy. Field Exp.: Jimmy Gillespie. Head Shipper: Chick Layfield. Emerg. Phone: Riverside 1-1501.
- UNITED ARTISTS, 2020 Jackson St.—Riverside 1-1363**  
Br. Mgr.: James E. Clemens. Sls. Mgr.: Gene Goodman. Office Mgr.: J. D. Heximer. Sales: R. J. Pedreddy. Bookers: Jim McFall, J. W. Sharman. Cashier: B. Shellgren. Field Exp.: A. Affison. Emerg. Phone: Riverside 1-1363.
- UNIVERSAL, 810 S. 5th St.—Riverside 1-3164**  
Br. Mgr.: W. E. Armbruster. Sls. Mgr.: E. C. Elder. Office Mgr.: Roy E. Smith. Sales: Stanley Willbur, C. M. Miller, Russell Brown. Bookers: Lewis H. Dreisbach, Dean Goldman. Cashier: Bertha Brennan. Field Exp.: Julian W. Bowes. Emerg. Phone: Riverside 1-3164. (Dist. Mgr. in residence: R. N. Wilkinson)
- WARNER BROS., 508 Park Ave.—Riverside 2-8726**  
Br. Mgr.: H. C. Vogelpohl. Sls. Mgr.: J. C. McCrary. Office Mgr.: Robert E. Helms. Sales: H. A. Clark, B. T. Buraside, J. H. Black, W. R. Pitturger. Bookers: J. C. Smith, Wm. Crump, J. R. Motley, Forest Baker, Dora Grace, Carl Smus, B. Shearn. Field Exp.: Kevin Gunther. Emerg. Phone: Riverside 2-8726.

### Supply Dealers

- HARDIN THEATRE SUPPLY, 714 S. Hampton Road—Whitehall 6-2235**  
**HERBER THEATRE EQUIP., 408 S. Harwood St.—Riverside 7-6568**  
**NATIONAL THEATRE SUPPLY, 300 S. Harwood St.—Riverside 8-2135**  
**S. W. THEATRE EQUIP., 965 Slocum St.—Riverside 7-3571**

### Screen Trailers

- NATIONAL SCREEN SERVICE, 2012 Jackson St.—Riverside 7-8315**  
Br. Mgr.: Paul Short. Sls. Mgr.: Alfred J. Delcambre. Office Mgr.: Walter A. Steadman. Sales: Russell Baker, Milton Lindner.

### Signs, Advertising and Printing

- DUNCAN POSTER SERVICE, 2029½ Jackson St.—Riverside 2-3173**  
**EVANS PRINTING & POSTER CO., 2308 Live Oak St.—Riverside 1-4933**  
**NATIONAL SCREEN SERVICE, 2012 Jackson St.—Riverside 7-8315**

### Film Delivery Services

- FILM EXPRESS AGENCY, 2300 Hickory St.—Hamilton 8-5133**  
**FILM FORWARDING AGENCY, 2024 Jackson St.—Riverside 1-3807**  
**LIBERTY FILM LINES, 1808 Canton St.—Riverside 2-8571**  
**MORGAN-MISTLETOE EXPRESS, 2021 Young St.—Riverside 7-1594**  
**NEWS FILM AGENCY, 2024 Jackson St.—Riverside 1-3807**  
**TEXAS FILM SERVICE, 1808 Canton St.—Riverside 2-8191**  
**G. A. WHITE EXPRESS, 2300 Hickory St.—Hamilton 8-5133**

### Service Companies

- ALTEC SERVICE CO., 2008 Jackson St.—Sterling 2534**  
**RCA SERVICE CO., 1907-11 McKinney Ave.—Riverside 1-1371**

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## Theatres Battered By Hurricane Audrey

NEW ORLEANS—The Transway office here was flooded with communications last fortnight following restoration of telephone and telegraph service, which was rendered inoperative by Hurricane Audrey.

Almost all drive-ins from the Gulf Coast north to Pineville, La., and from the Louisiana-Texas border east to Houma, La., reported the destruction of screen towers and other installations. Among the exhibitors heard from were Milton and Al Guidry, whose Twin, Lafayette, La., was badly damaged. A. J. Broussard, Crowley, La., whose indoor Chief suffered cracked walls, sustained also severe damage to his Trail Drive-In. Other outdoor situations reporting destruction included the Claude, Eunice, La.; Pelican, Jennings, La.; Pines, Pineville, La.; New Moon and Surf, Lake Charles, La.; Midway, West Lake, La.; and the Midway, Opelousas, La.

According to reports, the only surviving part of the Grand at Cameron, La., the hardest hit community, is the box-office. Many towns were without adequate communications for a long period, and Exhibitors Cooperative Service was unable to contact accounts in Lake Charles and other Louisiana points for several days.

Walter Kessler, manager, Loew's Ohio, where the MGM attraction opens July 18.

### Cleveland

Gus Lynch has succeeded Harold Raives as Ohio zone booker, Schine circuit, and Frank Bowers succeeds Marvin Cutler as assistant booker. . . . The salesmen's Club of Cleveland was to hold its July meeting in the home of 20th-Fox salesman Sam Lichter. . . . "Cinerama Holiday" was gala-premiered in the Palace for the benefit of the Museum of Natural History. . . . Leonard Greenberger, manager, Shaker, is executive director of the new Terrace Country Club, Bedford Heights, O. . . . George Carmack closed his Carma, Bluffton, O., because of poor business, while Charles Singleton took over and reopened the Willow, Clyde, O.

Columbia is completely remodeling the local exchange. . . . Sam Fritz, manager, Hilliard Square, has been named chairman, Bike Safety Committee, Lakewood Safety Council. . . . Arthur Goldsmith and Otto Braeunig opened their new DCA exchange in 220 Film Building and received congratulations from the many exhibitors they had served during their combined 64 years with RKO. . . . The Variety Club annual golf tournament is slated for Aug. 8 at the Pine Ridge Country Club. Tom McCleaster, 20th-Fox district manager, and Frank Silverthorne, manager, Keith's 105th Street and the Hippodrome, head the committee on arrangements.

### Dallas

Jerry Lewis was scheduled to visit in conjunction with the opening of Paramount's "The Delicate Delinquent" in the Palace. . . . Cecil B. Thedford, manager, Twin Hi-Ways Drive-In, owned by Robert Hartgrove, became the father of a daugh-

### Stanley Warner Leases Two Connecticut Houses

HARTFORD, CONN.—The Stanley Warner Corporation has leased two theatres, the Palace and Rialto, Norwalk, Conn., to Lockwood and Gordon Theatres for an undisclosed sum, effective immediately. William Landers, who had been Norwalk city manager for SW, becomes Palace manager. The two houses will be supervised by L and G district manager William Daugherty.

The Palace is a first-run and the Rialto a subsequent-run situation.

ter. . . . James Stewart and Audie Murphy are scheduled to appear here in conjunction with "Night Passage" in the Majestic. . . . Mabel Guinan was installed as WOMPI president at a luncheon held in the Plaza Room of the White Plaza Hotel. Mrs. Katheryn Kennell was installing officer and also installed the other new officers, including Blanche Bray and Roca Browning, vice-presidents; Mildred Freeman, treasurer; Thelma Jo Bailey, and Wilma Mitchell, secretaries; and Virginia Elliott, Beth Hull, Minna Mae Steverson, and Louise Kay, directors.

### Denver

Robert W. Selig, president, Fox Inter-Mountain Theatres, has been reelected president, board of trustees, University of Denver. . . . The board of directors of Allied Rocky Mountain Independent Theatres was to hold a meeting at headquarters here this week. . . . Fire did about \$25,000 damage to the Teepee, Thermopolis, Wyo. . . . Richard Fulham, 20th-Fox branch manager, flew to Los Angeles to attend a luncheon in honor of Herman Wobber, retiring division manager. . . . The screen tower at the Copper Drive-In, Silver City, N. M., was blown down; the ozoner will be closed about a month. . . . Al Kolitz, Rank district manager, set up a first run of "Black Tent" and "Check Point" in the Valley and West Drive-Ins, and also at the Holiday Drive-In, Boulder, Colo. . . . Pat Fielder, script writer for "Monster That Challenged The World" and "The Vampire," was in for the opening of the films on a double bill at the North and South Drive-Ins. . . . H. Neal East, Paramount division manager, was in for conferences with Jim Ricketts, branch manager, and to attend the luncheon given by Fox Inter-Mountain Theatres for Herman Wobber, retiring district manager, 20th-Fox.

### Des Moines

George Lauser, former operator, Anita, Anita, Ia., has closed the house and will become manager of a theatre of the Central State Circuit. . . . Betty Hemstock, National Screen Service, has taken over as president, WOMPI. She succeeds Dorothy Pobst, who organized the group and served as president the first year. . . . Clarence Loke, Centerville, Ia., will take over as manager, State and the Waco Drive-In, Washington, Ia., succeeding E. S. Tompkins, resigned.

### Houston

A special screening was held in the 20th Century-Fox screening room of

"Love In The Afternoon," followed by a party at the Cork Club. . . . Augie Schmitt, Houston Popcorn Company, returned to his desk following a 10-day business trip. . . . Interstate Circuit has introduced a new directory ad in local newspapers, an alphabetical cross reference listing theatres by alphabet in one column and opposite listing the pictures the same way. . . . The June meeting of the Greater Houston United Theatre Association, formerly the Houston Independent Theatre Association, was held at Sonny Look's restaurant. . . . Bob Bradley, is the new booker, 20th-Fox. . . . Robert Ruark was here to present a special screening of "Something Of Value," held at the 20th-Fox screening room. The film was to open at Loew's State. . . . Mary Anne Swift and Kathy Maddox joined the 20th-Fox staff as secretaries.

### Jacksonville

James V. Frew, U-I district manager, Atlanta, visited with the branch manager Buford Styles. . . . Anthony J. Abadessa, manager, Jacksonville Theatre Company's Beach, made a dangerous but successful emergency plane landing at Seminole Beach during a tropical thunderstorm. . . . J. C. Robinson, owner, Arlington, also is operating theatres at Broxton and St. Mary's Ga. . . . Johnny Edding is now in charge of the accessories department, Florida State Theatres, replacing Harry Clarke. . . . Jim Carey has added a miniature Happy Land Zoo to his children's attractions at Loew's Normandy Twin Outdoor, largest of Florida's drive-ins. . . . George Krevo, FST booker, returned from the national Jaycee convention in Milwaukee, where he represented the local Junior Chamber of Commerce. . . . Drive-in owner Carlton Carter is supervising the sale of refreshments at four city-owned swimming pools. . . . The name of the Follies has been changed to the New Casino.

### Memphis

Picketing of 15 neighborhood theatres by projectionists was in its 21st week with no settlement in sight. According to James A. West, president, Memphis Neighborhood Theatre Owners Association, the strike has not affected business, with some owners operating the projectors personally, and others using licensed operators who hold other jobs. . . . Benner Elmo Johnson, Florence, Ala., theatre manager who was found wounded by gunshot in mysterious circumstances, was reported involved. Police had uncovered no motive for the shooting. . . . The latest addition to the Malco circuit, headed by M A Lightmann, Sr., were two Louisville, Miss., theatres, the New and the Strand, purchased from Strand Enterprises. Malco closed the New. . . . Paramount's "Gunfight At The OK Corral" was named Movie of the Month by the Better Films Council, although it was not recommended for family audiences.

### Minneapolis

A new drive-in is scheduled to open at Rugby, N. D., this month. Operators will be Guy Troyer and Otis Engen, who also operate the conventional Lyric, Rugby. . . . M. A. Levy, 20th-Fox mid-



## Reade Circuit Managers Take Contest Prizes

OAKHURST, N. J.—Four Walter Reade Theatre managers in New Jersey were winners of the circuit's Manager of the Month contest for January, February, and March, it was announced by Walter Reade, Jr., circuit president, recently.

John Balmer, Asbury Park Mayfair, won first prize for January for his campaign on the Warners' "Giant" and also took second prize in March for arranging the Monmouth County Academy Award Contest.

Robert Hynes, Plainfield Strand, took second prize for January for his campaigns on Allied Artists' "Friendly Persuasion" and on "Giant."

Bernard Depa, Long Branch Paramount, won first prize in February for his special activity for children. Joseph Sommers, Perth Amboy Majestic, was the first prize winner for March for his handling of the personal appearance of Ruth White and for setting up the Ruth White Day in Perth Amboy. Sommers also took second prize in February for his splendid kiddie activities

west district manager, was in St. Louis and Kansas City on business. . . . 20th-Fox had its annual picnic at Bass Lake, near Minneapolis. . . . Karen Cressy is the new clerk, 20th-Fox. . . . Glendine Paulson, clerk, 20th-Fox, is wearing an engagement ring.

### New Orleans

Avenue manager Raymond Garcia, former Universal head shipper, was hospitalized. . . . Exhibitors Co-Operative Service acquired the buying and booking for Nick Lamantia's Ritz, Bogalusa, La. . . . A. W. Fussell, who recently reopened the Hollywood, Franklinton, La., advised Transway of its closing because of poor business. . . . J. M. Alford closed the Park, Raymond, Miss.

### New York

Berk and Krumgold, theatre realty specialists, consummated a long term lease for the 55th Street Playhouse with B. S. Moss Enterprises. One of New York's original art theatres, the house has closed for complete renovation and refurbishing. An early opening is planned with a first run art policy. . . . Martin Levine, general manager, Brandt Theatres, and Edith Marshall, John C. Bolte Theatres, will serve as co-chairmen of the Independent Theatre Owners Association participation in the Will Rogers Memorial Hospital audience collection drive to take place during the week of Aug. 7. At a meeting of the Association at Toots Shor Restaurant the entire membership pledged cooperation in the drive.

### Philadelphia

The Fulton, Lancaster, Pa., closed. . . . Benny (American) Harris was hospitalized at Hahnemann for observation after blacking out at his exchange. . . . Herb Lubin closed the Grand, Vineland, N. J. . . . The Carman reopened with some exploitation pictures. . . . The World reopened. . . . Burt Lancaster was in connection with United Artists' "Sweet



The recent sixth annual Film Industry Golf Tournament at Vernon Hills Country Club, Tuckahoe, N. Y., sponsored by New York's Cinema Lodge of B'nai B'rith featured a beefsteak dinner and among those seen seated on the dais are Norman Robbins, Dr. Arthur Lelyveld, Arnold Foster, William German, Martin Levine, Robert K. Shapiro, Marvin Kirsh, Jack H. Hoffberg, Jack H. Levin, and Milton Livingston. Lou Vorzimmer is standing in the rear.

Smell Of Success," SW Stanton. . . . Jerry Lewis made personal appearances opening day of Paramount's "The Delicate Delinquent," SW Stanley. . . . "Bernardine" was screened at Variety Club Tent 13 through the courtesy of Sam Diamond, branch manager, 20th-Fox. . . . The SW Liberty had another stage show, this time record stars. . . . The big gun from "The Pride And The Passion" was displayed at Reyburn Plaza and was United Artists' press agent Max Miller busy. . . . Fube Shapiro is running the Lehigh himself; the leasing deal with Abe Sundberg did not jell. . . . The Eric Corporation of America opened their Manahawkin Drive-In, Manahawkin, N. J., although refunds had to be given the first night as the spot was not ready on time despite working up to the last minute.

### Pittsburgh

The Midway Drive-In, Clarion, Pa., has been sold by Associated Theatres to David E. Edwards. . . . The Vox, Ligonier, Pa., closed for several years, has been leased by Clyde S. Waugaman. . . . Larry Seidelman, former branch manager for Republic in Omaha and Pittsburgh, now is local branch manager for Buena Vista. . . . The Farkas family, Johnstown, Pa., is observing its 40th year in the industry. . . . Four new ramps have been opened at the ABC Drive-In, Baden, Pa. The new construction adds space for 300 cars, providing a full capacity of about 1,000 cars. . . . Closings include the Paramount, the Strand, at Pitcairn, Pa., and Roxy, Martinsburg, Pa. The Gem, Derry, Pa., also was to close.



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# The A-MAN Corner

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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

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## St. Louis

Frisina Amusement Company's Midway Drive-In, Lawrenceville, Ill., opened. . . Philip T. Hill, manager, Fox Midwest's Lincoln, Belleville, Ill., was named chairman, reviews and admissions committee, 1957 Belleville United Fund campaign. . .

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**JACK HAYES SEATING SERVICE**  
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The Belle Theatre Building, Belle, Mo., has been sold by O. W. Wallace for conversion to a publishing plant. The theatre was closed permanently at the end of last month. . . The Ritz, Cisne, Ill., was to be closed for an indefinite period by its owner, Mrs. Dorothy Obrecht. . . Jesse H Bizzel, Jr.'s Rex, Dongola, Ill., which closed for the summer only, may not reopen in the fall.

The Clark Drive-In, Summer Hill, Ill., between Pittsfield, Ill., and Louisiana, Mo., on U. S. 54, owned and operated by Russell Armentrout, Louisiana, Mo., was damaged by a windstorm. The screen was blown away. The Bel Air Drive-In, near Granite City, Ill., and the Mounds Drive-In, between East St. Louis and Collinsville, Ill., were also damaged by wind storms recently. . . Bloomer Amusement Company, Belleville, Ill., reported damage of over \$10,000 to their Starlite Drive-In, Alton, Ill.; Skyview Drive-In, Belleville, Ill.; Cahokia Drive-In, Alorton, Ill.; and the Centralia Drive-In, Centralia, Ill., from recent storms, but all continued to operate. . . Some other drive-in spots were flooded, but not too severely damaged. . . Ben L. Pannell closed the Home, Oblong, Ill. . . Robert Orr has reopened the Idahom, Sumner, Ill. . . Joe Gossett, who had planned to close the Tivoli, Norris City, Ill., is still operating on what he says is a week to week basis. The cash customers will decide the future, he says.

## San Antonio

The Aztec, an Interstate unit, installed all new push back seats. . . Wesley Walker, Ranger, Tex., recently purchased the Joy Drive-In, Cisco, Tex., from M. Mitchell, Forney, Tex. Walker planned to install a wide screen and to make other improvements. . . W. R. Petty has purchased the Wylie, Wylie, Tex., and has made improvements. . . Clyde Butter was named executive secretary, Texas Drive-In Theatre Owners Association. . . The Superba at Denison, Tex., has been completely remodeled and redecorated. The

## Drive-In Suit Settled; Lease Sold To Owner

St. Louis—The litigation involving the operation of the Quincy Drive-In, West Quincy, Mo., has been settled out of court. Under the terms of the agreement, General Drive-In Theatres, headed by David Meyer, is selling its lease to the owner, World Theatrical Enterprises, Inc., controlled by Dr. Eugene Brezany.

The proposal for the settlement of the action came after a hearing in the Marion County Circuit Court, Palmyra, Mo., before Circuit Judge Clemens of the 11th judicial district court, who came into the case after the lessee, defendant to the suit, had been granted its motion for a change in venue, taking the case out of the hands of Circuit Judge Roy B. Meriwether.

In the action, the World Theatrical Enterprises had sought an accounting of the business of the drive-in under the management of the lessee, contending that certain sums were due from the lessee based on the annual receipts and the terms of the lease. In the early phases of the litigation, Judge Meriwether named Elgin T. Fuller, an attorney of Hannibal, Mo., as received for the drive-in, but the defendant succeeded in having that action set aside by obtaining a temporary restraining order from the St. Louis Court of Appeals.

house was founded more than a quarter of a century ago by the late B. Legg. Lonnie Legg is manager of the Superba, which is still operated by the Legg family of three sons and their mother. . . The Iris, operated by Eddie Joseph, at Austin, Tex., has been closed. . . Thieves who entered the Panther Drive-In, Lufkin, Tex., had little to show for their effort. All that was missing was four packs of cigarettes and 30 cents in change. . . Harold Novy, city manager, Trans-Texas Theatres, with headquarters in Dallas, was in Austin, Tex., for a visit to the local theatres operated by the circuit. . . Carole B. Hellums, daughter of William E. Hellums, city manager at Austin, Tex., for the Interstate Theatre Circuit, was married to Robert Bryant, football star. . . The daughter of L. Craddock, Ritz, Austin, Tex., was also a recent bride. . . An application for a permit to start a Telemovie system at Laredo, Tex., has been submitted to the City Council by Laredo Theatres, headed by George W. Spence.

## Seattle

Walter Hoffman, Paramount northwest publicity director, is handling engagements of "The Ten Commandments," which was to open in the Grand, Bellingham, Wash., and the Temple, Tacoma, Wash., last week. . . A trade screening of Paramount's "Loving You," was held in the B. F. Shearer. . . The Variety Club lounge in The Rendezvous is nearing completion. . . Sammy Siegel, Columbia publicist, was in on his first trip up from San Francisco. . . Edith Rockwell, former RKO cashier, is now Universal cashier. . . J. J. Rosenfield closed for an indefinite period his first-run Riverside, Spokane, Wash. . . A sneak preview of Paramount's "Beau James" was set for the Coliseum.



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LANDON • YVONNE LIME • WHIT BISSELL • TONY MARSHALL •

Produced by HERMAN COHEN • Directed by GENE FOWLER, Jr. • Screenplay by RALPH THORNTON  
A JAMES NICHOLSON SAMUEL ARKOFF PRODUCTION

# Kelly's "Happy Road" Is "Triple Threat" Bow



THE world premiere of MGM's "The Happy Road" in the Plaza Theatre, New York, recently marked the triple performance debut of Gene Kelly, who not only produced the film but also directed it and starred.

The invitational debut of the comedy, produced in France, was staged for the benefit of the French Hospital, which cooperated with MGM to achieve a notable turnout. Numerous stars and celebrities were on hand, many of them arriving at the theatre on Vespa motor scooters.

Among those present were George Freschi, French Consul; Eugene Blanc, French Hospital president; Mrs. Perle Mesta; Celeste Holm; Jack Carter; and Jules Munshin of Broadway's "Silk Stockings," in addition to many others prominent in the industry and in the business and social worlds.

Above, personalities arriving at the Plaza on Vespas are welcomed by Gene Kelly. Below, Howard Dietz, Loew's, Inc., vice-president, arrives at the theatre with Inger Stevens, who co-stars in MGM's "Man On Fire."



Above, Plaza owner Leo Brecher, fourth from left, and his son, Plaza managing director Walter Brecher, at right, are seen with their families and with Gene Kelly and French Consul Eugene Blanc and Mrs. Blanc at center rear.



Above, William Evans, Plaza manager, officially welcomes Gene Kelly to theatre. Left, Kelly greets Julie Newmar of "L'il Abner" and "Seven Brides For Seven Brothers" as she reaches Plaza by Vespa. Her chauffeur is unidentified.

## The Editor Speaks

HOLLYWOOD is stirring with a new and wonderful vitality these days.

THE FEUDAL kingdom type of studio operation of yesteryear has been dumped overboard, and happily so. In its ashes is rising the hope of a better and more promising future for this city of so many great talents.



PAUL MANNING

THE WORDS which made this change possible are "Independent Production." Ironically, in the old days, when most of the great artists (and this includes directors, producers, writers, etc.) were content to dawdle away their days on a stipulated weekly compensation, the name "Independent Producer" was used only in connection with the shoe-string operators of Poverty Row.

TODAY, HOWEVER, there is a new and wonderful interpretation to that word . . . today it means freedom! Today the very top drawer talent, almost to a man, is happily at work in an independent status. The major studios have discovered that this produces a new birth of energy and inspiration. It also brings a more studied approach to production for the independent producers, directors, and players who can rise or fall on the merit of their efforts.

ONE HAS only to take an interested glance at the long list of great properties that have already been, and are presently being put on film, by independent producers, to realize that Hollywood is truly the sleeping giant just now rising to its full height, and a mighty tall giant he can be, indeed.

STUDIO SURVEY appears every fourth Wednesday as a regular MOTION PICTURE EXHIBITOR department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 8141 Blackburn Ave., Los Angeles 48, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

# STUDIO SURVEY

Paul Manning, editorial director

Vol. 10, No. 7

July 10, 1957

# STUDIO SURVEY

## Motion Picture Exhibitor Laurel Awards Nominations

UNITED ARTISTS'

### "SWEET SMELL OF SUCCESS"

starring

BURT LANCASTER, TONY CURTIS

introducing

SUSAN HARRISON

A Hecht, Hill, and Lancaster-Norma-Curleigh Production.

Produced by James Hill

Directed by Alexander Mackendrick.

Screen play by Clifford Odets and Ernest Lehman.

20TH CENTURY-FOX'S

### "ISLAND IN THE SUN"

starring

JAMES MASON, JOAN FONTAINE, DOROTHY DANDRIDGE,

JOAN COLLINS, MICHAEL RENNIE

co-starring

HARRY BELAFONTE

A Darryl F. Zanuck production. Directed by Robert Rossen.

Screen play by Alfred Hayes from the novel by Alec Waugh.

A CinemaScope production. Color by De Luxe.

20TH CENTURY-FOX'S

### "A HATFUL OF RAIN"

starring

EVA MARIE SAINT, DON MURRAY,  
ANTHONY FRANCIOSA, LLOYD XOLAN

with

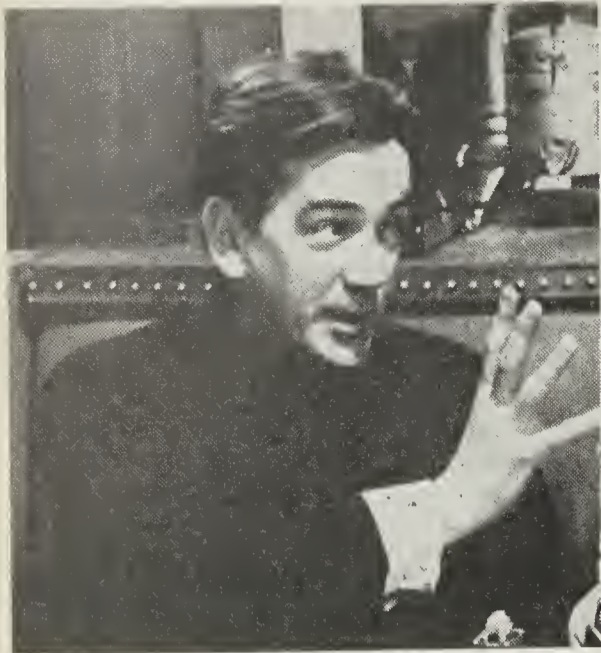
HENRY SILVA, GERALD O'LOUGHLIN, WILLIAM HICKEY

Produced by Buddy Adler. Directed by Fred Zinnemann.

Screen play by Michael Vincente Gazzo and Alfred Hayes, based on the play by Gazzo.

A CinemaScope production.

## Alexander "Sandy" Mackendrick



THE MOST RECENT of Europe's film talent to arrive in Hollywood is Alexander Mackendrick who directed as his first American picture, "The Sweet Smell Of Success," co-starring Burt Lancaster and Tony Curtis, for the Hecht-Hill-Lancaster Companies. He will follow this with George Bernard Shaw's "The Devil's Disciple," also for H-H-L.

The British director is best known to American film audiences for two English pictures, "Tight Little Island" and "The Man In The White Suit," which were enthusiastically received and highly successful financially in American theatres.

It is something of a return of the native for Sandy, as he is known to those who work with him. Although he has lived in the British Isles since he was five years old, he was born in Boston in 1912. His father and mother, Frank and Martha Mackendrick, natives of Glasgow, Scotland, found family opposition to their marriage. They ran away to America and settled in Boston.

When Sandy was five years old, his father died. Mrs. Mackendrick took the child back to Glasgow where he was brought up by his paternal grandparents.

During his school years, Sandy decided to become a painter, and took his training in a Glasgow art school. In 1930, he left for London to seek a career in art. In 1938, while with an advertising agency, Sandy was assigned to work on cartoon films in conjunction with George Pal. This was his first taste of film work, and he took to it with a great deal of interest.

The war brought a halt to further development of Sandy's career. He joined the British Army and was assigned to the psychological warfare branch in North Africa. After the invasion of Italy, he was stationed at various times in Bari, Naples, and Rome. In the latter city, Sandy discovered the Italian movie industry, and he was assigned as one of its heads under Allied control.

One of his first actions was to okay the film project of "Open City," the first Italian picture to make an impact on American audiences.

With the end of the war, Mackendrick returned to London where he spent two and a half years as a writer at the Ealing Studios. In 1948 he found a way to get closer to actual production by becoming assistant to a director, and also

## GOOD THINGS TO COME FROM HOLLYWOOD ...

### UA's "Sweet Smell of Success" Norma-Curtleigh Productions

"SWEET SMELL OF SUCCESS" should permeate the air of every motion picture theatre which plays this dynamic and highly engrossing film. Teamed again, as they were in their other project, "TRAPEZE," Burt Lancaster and Tony Curtis reach for new heights in their portrayals.

Lancaster, playing the role of J. J. Hunsecker, an arrogant, dictatorial, and utterly ruthless columnist who dips down into slimy depths of human degradation to perform his murky chores, chalks up another superb and diversified role in his long list of boxoffice triumphs.

Curtis, playing an unusually unsympathetic role as a fawning stooge to Lancaster's machinations, comes through with his most powerful screen performance to date. This former boy actor has now become a man actor, and this editor predicts that future Oscars should be reversed for the new and greater Tony Curtis.

A new director is introduced to us in the very talented Alexander "Sandy" Mackendrick. A short biography on this interesting man will be found on this same page. Hecht-Hill-Lancaster is to be warmly congratulated on having had the excellent judgment to put the directorial reins of this film into such understanding hands.

Summing up the score of "SWEET SMELL OF SUCCESS": It is not a pretty-pretty picture. It has a compelling hypnotic quality that captures the imagination and holds it all through the picture. It literally has about it the "SWEET SMELL OF SUCCESS"—boxoffice success!



Seen above are three scenes from UA's engrossing drama, "Sweet Smell Of Success," starring Burt Lancaster, Tony Curtis, and newcomer Susan Harrison, and featuring such performers as Marty Milner and Sam Levene, lower left. Lower right, on the streets of New York during filming, are seen director Alexander Mackendrick, Lancaster, producer James Hill, producer Harold Hecht, and Curtis.

working as a production designer, a post for which his art experience came in handy.

The British film industry was in a period of expansion, and Sandy soon found an opportunity to become a full fledged director. His first picture, "Tight Little Island," made a big impression on the American market because of its unusual story and treatment.

Before Sandy could build on this auspicious start, the British film industry suffered a decline. Sandy was put back to writing and handling second units. When things opened up again and British films

decided to return to their individual brand of daring and imagination. Sandy got the chance to direct Alec Guinness in "Man In The White Suit." The picture was an instant success both in England and America, and this time Sandy was firmly established in directorial status.

His next picture, "Mandy," which was shown in the United States under the title of "Crash Of Silence," interested Paramount which wanted to remake it in Hollywood. Sandy then directed "High And Dry," followed by "The Lady Killers," in which he once again directed Alec Guinness.

## ALLIED ARTISTS

**Destination 60,000 (5715)** DRAMA  
65M.

ESTIMATE: For the lower half.

CAST: Preston Foster, Pat Conway, Jeff Donnell, Coleen Gray, Bobby Clark, Denver Pyle, Russ Thorson, Ann Barton. Produced by Jack J. Gross and Philip N. Krasne; directed by George Waggner.

STORY: Pat Conway gets a job as test pilot at aircraft company owned by ex-World War II buddy Preston Foster, who is married to Jeff Donnell and who has a young son, Bobby Clark. Conway crashes a new jet on a test to try out new fuel and quits. After another pilot, Denver Pyle, also cracks up, Foster decides to test things himself although Conway has come back. Conway saves Foster who has blacked out. The test a success, Foster and Conway, who has found a girl in secretary Coleen Gray, celebrate.

X-RAY: This cheaply made aviation drama gets pretty technical at times, and the aviation footage does not match the other stuff very well. The main trouble is in the story written by director Waggner. This is of too little dramatic consequence to give the life of the test pilots much meaning, other than bringing out that the wives and girl friends have to sweat things out on the ground while their men do their stuff in the wild blue yonder. The acting is okay, and the effort will get by as lower half filler in the program spots.

AD LINES: "The Top Secret, Jet Hot Story Of Man Daring The Unknown In Conquest Of Space"; "Crashing The 'X' Barrier At Speeds Faster Than Lightning!"; "Man-Flown Bullets Running Out Of Sky!"

**Dino (5721)** DRAMA  
96M.

ESTIMATE: Interesting yarn on juvenile delinquency.

CAST: Sal Mineo, Brian Keith, Susan Kohner, Frank Faylen, Joe Desantis, Pat DeSimone, Penny Santon, Richard Bakalyan, Mollie McCart, Cindy Robbins, Rafael Campos. Produced by Bernice Block; associate producer David Kramarsky; directed by Thomas Carr.

STORY: At 17, Sal Mineo comes out of a reformatory for being in on the killing of a watchman in a warehouse robbery. Parole officer Frank Faylen escorts him back to the old neighborhood and requests that he see settlement house worker Brian Keith for help. His family greets him casually and his hatred for his father flares anew. His younger brother, Pat DeSimone, tries to get him to join one of the neighborhood gangs and help in a hold-up they are planning. He agrees. Keith shows him the error of his ways and how to help himself, but Mineo refuses to listen. He does go to a dance where he meets Susan Kohner. Mutual loneliness brings them together. He calls off the hold-up and gets DeSimone away. He persuades Keith to extend his help to both of them.

X-RAY: There are several touching scenes in this yarn about what makes a boy delinquent both at home and outside, and it shows that part of the blame must be accepted by the parents. What's more important is that it shows that youngsters labeled delinquent can be rehabilitated with kindness and understanding. The story holds interest, and the acting and direction are okay. It should do well as part of the program, with some special interest present for teen-agers. The screen play is by Reginald Rose based on his television play.

## MOTION PICTURE

# EXHIBITOR

SERVISECTION

*The original Pink Section evaluations of features and shorts*

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SECTION TWO  
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JULY 10, 1957

TIP ON BIDDING: Fair program rates.  
AD LINES: "They Called Him Delinquent"; "A Killer . . . Or Just A Kid Looking For Help."

## COLUMBIA

**Torero!** DOCUMENTARY  
75M.

(Mexican-made)  
(English narration)

ESTIMATE: Okay bullfight picture.

CAST: Luis Procuna, Mrs. Luis Procuna with her children, Angel Procuna, Antonio Sevilla, Jose Farjat, Arturo Fregoso, Ponciana Diaz, Paco Malgetso, Manolete, Carlos Arruza, Luis Briones, Manuel Dos Santos, Luis Castro "El Soldado", Lorenzo Carza. Produced by Manuel Barbachano Ponce; directed by Carlos Velo.

STORY: This is the life story of Mexican bullfighter Luis Procuna from boyhood to national hero. After he is severely gored, fear drives him into retirement. The public and press, calling him "coward," force him to fight again. Greeted with mixed reactions because of his over-cautiousness, he wins public esteem again.

X-RAY: This, of course, will find particular favor in art and specialty houses, but it may prove an okay addition as something different as part of the program, particularly in Spanish spots. It resembles "Bullfight," a Spanish-made Janus release of last year, and captures the fervor, excitement, and fever of bullfighting as a sport (?), although it comes out as pretty brutal despite the elegant technique of the matadors. The English narration over the documentary type footage is okay. Procuna, while no great shakes as an actor, plays himself satisfactorily particularly in the bull ring sequences. Seen are many famous bullfighters, and many more or less gruesome, gory matches.

AD LINES: "All The Thrills Of The Bull Ring—A Sport Forbidden In America!"; "Mexico's Greatest Bullfighter In The True Story Of His Life"; "The World's Greatest Bullfighters In Action!"

**Town On Trial (207)** MELODRAMA  
95M.

(English-made)

ESTIMATE: For lower half.

CAST: John Mills, Charles Coburn, Barbara Bates, Elizabeth Seal, Derek Farr, Alec McCowan, Fay Compton, Geoffrey Keen, Margaretta Scott, Harry Locke, Maureen Connell, Magda Miller, Oscar Quitak, Meredith Edwards, Harry Fowler, Raymond Huntley, Newton Blick,

Trottie Truman Taylor, Grace Arnold. Produced by Maxwell Setton, directed by John Guillermin.

STORY: Magda Miller was attractive to every man who met her. This included mechanic Alec McCowan, country club secretary Derek Farr, and even elderly doctor Charles Coburn. When she is murdered, superintendent John Mills digs up enough dirt to show there are a lot of suspects. He becomes friendly with Coburn's neice, nurse Barbara Bates. In the middle of the investigation, another girl who was popular with the boys is murdered. Investigation discloses McCowan is the killer. Miller promises to come back if Bates so desires. She does.

X-RAY: There's some suspense and some guesswork as to the identity of the killer to be found here, and there are also some interesting glimpses into small town life. The acting is adequate, and the direction and production suitable. This should do okay as a supporting feature on the program even though it is a bit overlong. The fact that this is English-made should not make a great deal of difference, since there are familiar names in the cast. The screen play is by Robert Westerby and Ken Hughes.

AD LINES: "There She Lay, Wearing Her Nylons—Tight Around Her Neck!"; "The Lover's Lane Killer Was Loose Again—So They Baited A Trap For Him With Another Beautiful Young Girl!"; "The Crimes That Put A 'Town On Trial'."

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**DCA****Scandal In Sorrento**COMEDY  
92M.

(CinemaScope)

(Print by Technicolor)

(Italian-made) (Dubbed into English)

ESTIMATE: Cute entry from abroad.

CAST: Vittorio De Sica, Sophia Loren, Lea Padovani, Antonio Cifariello, Tina Pica, Mario Carotenuto, Joka Berretty, Antonio La Raina Executive producer, Marcello Girosi; directed by Dino Risi.

STORY: Retired Army officer Vittorio De Sica returns to his home town of Sorrento to assume command of the police. Occupying his home since the war is widowed fish vendor Sophia Loren. His priest brother urges him to evict her, but he is romantically inclined towards her, arousing the jealousy of her boy friend. He has other romantic inclinations as well. He is finally made to see that he is too old for Loren, and he reunites the lovers, finding that he can do better with Lea Padovani, whose home he shares and who loves him.

X-RAY: Light, romantic, and full of fun if a bit too long is this item from Italy which has been dubbed into English to make it more widely acceptable here. It has naughty innuendo, but not too much happens on screen. Loren and De Sica are good in their roles, with the latter's acting and charm holding its own against the obvious beauty of Loren. The use of color and CinemaScope help and the scenery is attractive. It can go in the art and specialty spots if audiences there don't mind the dubbing, or it can round out the program in regulation houses for adult audiences. The screen play is by Ettore M. Margadonna, Marcello Girosi, Dino Risi, and Vincenza Talarico. This bears a Legion of Decency "B" rating.

AD LINES: "The Girls Were Crazy About Him In Sorrento"; "Wherever He Went He Hoped Romance Would Follow"; "He Gave His All For Love . . . And She Took It."

**MGM****Decision Against Time (739)**DRAMA  
87M.

(English-made)

ESTIMATE: Tense, well-made English drama.

CAST: Jack Hawkins, Elizabeth Sellars, Jeremy Bodkin, Gerald Lohan, Walter Fitzgerald, John Stratton, Eddie Byrne, Victor Maddern, Lionel Jeffries, Donald Pleasance, Catherine Lacy, Megs Jenkins. Produced by Michael Balcon; directed by Charles Crichton.

STORY: Test pilot Jack Hawkins takes off with a new freight plane, troubled by family and financial problems. The engine catches fire, and all but Hawkins bail out. He is determined to bring the plane in. He flies about the field to lighten the load after a power dive puts out the fire. He is successful in landing and his company is saved as a large order for the ships is placed. His wife realizes that seemingly purposeless acts of heroism have real purpose indeed, and that her husband is quite a man.

X-RAY: This carefully made English drama is a beautiful study in suspense. The simple tale builds to a point where a lonely man in a freight plane becomes the most important person in the world, and his problem landing his ship should keep audiences biting their nails. Hawkins is wonderful, and supporting performances are up to the high standard of the

best English films. Accents are no problem here, and it deserves wide exposure. The lack of a good title and exploitable names may make it difficult to get the customers in, but once in the theatre, they are almost certain to approve. It should be a welcome addition to any program. Screen play is by William Rose and John Eldridge.

TIP ON BIDDING: Program rates.

AD LINES: "His Fearful 'Decision Against Time' . . . Was He Hero Or Fool?"; "Alone In The Sky . . . And Forced To Make A 'Decision Against Time'."

**Gun Glory (740)**WESTERN  
89M.

(CinemaScope) (MetroColor)

ESTIMATE: Interesting western for the program.

CAST: Stewart Granger, Rhonda Fleming, Chill Wills, Steve Rowland, James Gregory, Jacques Aubuchon, Arch Johnson. Produced by Nicholas Nayfack; directed by Roy Rowland.

STORY: Gunfighter Stewart Granger returns to his small ranch and finds that the wife he left had died and his son, Steve Rowland, hates him. Wishing to settle down and win the love of his son, he announces his intention to stay, incurring the enmity of the townspeople, particularly storekeeper Jacques Aubuchon, who is jealous of the growing love between Granger and Rhonda Fleming. When cattleman James Gregory announces his intention to run his herd through the town, Granger stands up to him. He prevents the cattle run, wins the respect of his son, and settles down with Fleming.

X-RAY: Another in the pattern of character westerns, this benefits from excellent color photography and enough action to satisfy those who prefer their westerns straight. Granger is satisfactory in his role although he has not completely captured the western speech, and his English background shows through. Supporting performances are good as well, but the story is a familiar one. It should provide an interesting addition to the program, with name values and CinemaScope helpful. Burl Ives sings "The Ninety And Nine." Screen play is by William Ludwig from a novel by Philip Yordan.

TIP ON BIDDING: Fair program rates.

AD LINES: "He Lived By His Guns . . . Could He Put Them Down Now?"; "Gunman And Father . . . Could He Be Both?"; "A Boy's Faith, A Woman's Love, Or 'Gun Glory' . . . Which Would He Choose?"

**House Of Numbers**DRAMA  
92M.

(CinemaScope)

ESTIMATE: Good program material.

CAST: Jack Palance, Barbara Lang, Harold J. Stone, Edward Platt. Produced by Charles Schnee; associate producer, James E. Newcom; directed by Russell Rouse.

STORY: This is the story of twin brothers played by Jack Palance, one of whom is jailed for manslaughter and the other determined to help him escape with the aid of the jailed man's wife, Barbara Lang. The escape made, Lang can't stand the convict, having fallen in love with brother Palance. Prison warden Edward Platt convinces the pair that the escaped man is dangerous physically and mentally, and they surrender his whereabouts with an indication that they would get off lightly once he is recaptured.

X-RAY: Featuring a unique type of suspense yarn involving a prison break that exhibits some unusual touches, this entry has good performances, efficient direction, and adequate production to

recommend it in addition to the story that holds interest fairly well. It should look good as part of the show, in addition to it being one of the few prison-type films presently on the market. The screen play is by Russell Rouse and Don M. Mankiewicz, based on the Cosmopolitan Magazine novel by Jack Finney.

TIP ON BIDDING: Fair program rates.

AD LINES: "He Had To Get Over The Wall To See The Girl He Loved"; "Nothing Or No One Would Stand In His Way—He Had To Get Out Of The 'House Of Numbers'"; "He Was A Wanted Man . . . One Who Would Kill To Remain Free."

**PARAMOUNT****The Delicate Delinquent (5613)**COMEDY  
101M.

(VistaVision)

ESTIMATE: Interesting Jerry Lewis entry.

CAST: Jerry Lewis, Darren McGavin, Martha Hyer, Robert Ivers, Horace McMahon, Richard Bakalyan, Joseph Corey, Mary Webster, Milton Frome, Jefferson Searles, Rocky Marciano, Emory Parnell, Emile Meyer, Dave Willock, Mike Ross, Don Megowan. Produced by Jerry Lewis; written and directed by Don McGuire.

STORY: Jerry Lewis is janitor of a tenement in a tough neighborhood in Manhattan and is picked up when he accidentally gets involved in a fight. Officer Darren McGavin, once a juvenile delinquent himself, takes on Lewis to see if he can't help him. Lewis responds and reveals that he wants to be a policeman. Martha Hyer, a social investigator, seeks to help with the juvenile delinquency problem, and she and McGavin become romantically inclined. Mary Webster, one of his tenants, likes Lewis and encourages him. He passes through the police academy and goes out on street duty with McGavin, doing alright until he takes part in breaking up a street fight when a juvenile is shot with Lewis' gun. Things look bad until one of the kids confesses he accidentally was responsible.

X-RAY: More dramatic than humorous is this entry with Jerry Lewis. True, he does some comic bits, but for the most part the problem of juvenile delinquency is treated half-seriously. It's well done. The problem of rehabilitation of youngsters in need of guidance gets a boost here. The story is interesting, the acting good, and the direction and production efficient and well done. He sings one song, "By Myself."

TIP ON BIDDING: Higher bracket in many situations.

AD LINES: "Jerry At His Funniest"; "It's Roaring Fun All The Way"; "It's A Jerry Lewis Fun Fest As He Tackles The Problem Of Juvenile Delinquency."

**Loving You (5616)**DRAMA  
101M.(VistaVision)  
(Technicolor)

ESTIMATE: Elvis Presley rides high on the hawg.

CAST: Elvis Presley, Lizabeth Scott, Wendell Corey, Dolores Hart, James Gleason, Ralph Dumke, Paul Smith, Ken Becker, Jana Lund. Produced by Hal B. Wallis; directed by Hal Kanter.

STORY: When press agent Lizabeth Scott hears small town boy, Elvis Presley, sing, she signs him to a contract and hires him to appear with hill billy band conducted by Wendell Corey, her former husband. Presley is an overnight sensation, and the band is on its way up again. Presley goes for singer Dolores Hart and she for him. One of Scott's publicity



stunts backfires so that Presley is almost barred from performing by adverse public opinion, but she gets everything straightened out and he performs successfully again. Scott is reconciled with Corey, and both agree to act as advisers and friends to Presley, who embraces Hart. The future looks bright for all concerned.

**X-RAY:** Youngsters and oldsters who go for Presley will be well satisfied with this entry which has him performing a number of tunes and acting as well. These are the people who will turn out where this plays. Teen agers should get a particular boot out of the screen proceedings. The story is adequate enough framework to get Presley across, and the acting, direction, and production are okay. If it goes, it could go big. Among the tunes he sings are "Loving You," "Hot Dog," "Let Me Be Your Teddy Bear," "Lonesome Cowboy," "Got A Lot Of Livin' To Do," "Man-Woman Blues," "Let's Have A Party," "Detour," "Peter Cottontail," and "Candy Kisses." The screenplay is by Herbert Baker and Hal Kanter, based on a story by Mary Agnes Thompson.

**TIP ON BIDDING:** Higher bracket where this is acceptable.

**AD LINES:** "Elvis Presley Sings And Romances"; "The Film They Are All Talking About"; "Youngsters And Oldsters Are In For An Entertainment Treat With the Latest Elvis Presley Film."

## RANK

### Out Of The Clouds

DRAMA  
80M.

(English-made)  
(Eastman Color)

**ESTIMATE:** Okay for program.

**CAST:** Anthony Steel, Robert Beatty, David Knight, Margo Lorenz, James Robertson Justice, Eunice Grayson, Isabel Dean, Gordon Harker, Bernard Lee, Esma Cannon, Michael Howard. Produced and directed by Michael Relph and Basil Dearden.

**STORY:** When pilot Robert Beatty is grounded after an accident, he is made duty officer for his airline. He is romantically inclined toward stewardess Eunice Gayson, who is also being wooed by pilot Anthony Steel. While waiting for the weather to clear, passenger David Knight falls in love with stateless Margo Lorenz bound for America and a wedding which means security. She refuses to give in to love, but they are eventually reunited, with Beatty helping them both on their way to Israel. The doctor refuses to okay his flying again and shows him his ground job is important. Grayson agrees to marry him preferring him on the ground instead of in the air. Steel is tempted to indulge in smuggling but thinks better of it at the last moment.

**X-RAY:** There's a little bit of everything here from drama, romance, excitement, etc., to a look-see at what goes on behind the scenes in the London airport. Interest is well maintained, and the background and atmosphere lend much color to put the entry across. The cast is good, as is the direction and production, and the result is entertainment that should do well as part of the program. The screenplay is by John Eldridge and Michael Relph.

**AD LINES:** "An Exciting Adventure About London And Its Airport"; "Romance . . . Suspense . . . Excitement . . . All Were Part Of His Job."

### The Third Key

DRAMA  
83M.

(English-made)

**ESTIMATE:** Well-made mystery yarn.

**CAST:** Jack Hawkins, John Stratton, Dorothy Alison, Michael Brooke, Sam Kydd, Glyn Houston, Richard Leech, Newton Blick, Geoffrey Keen. A Michael Balcon production; directed by Charles Frennd; associate producer, Tom Morahan.

**STORY:** Scotland Yard superintendent Jack Hawkins is assigned to a unique safe robbery, and since a key is used, there is speculation that it was an inside job. With assistant John Stratton, they investigate the background of personnel employed by the safe manufacturer. Some are retired, and one is dead, their checking discloses. A clue left at one of the jobs that follows leads them to the "dead" man. They set a trap, and the crook falls for the proper bait along with his associates.

**X-RAY:** Methodical investigation and excitement are to be seen in this yarn of Scotland Yard in action. It is well done, with interest being maintained on high throughout. It could go either as part of the program or in the art and specialty spots. Those who like mystery mellers should appreciate this entry. The acting is good, as is the direction and production. The screenplay is by Janet Green and Robert Barr.

**AD LINES:** "Scotland Yard In Action"; "A Mystery Thriller Made By The People Who Make Them Best"; "A Yarn With Some Fancy Detective Work And Lots Of Thrills."

## REPUBLIC

### Beginning Of The End (5660)

MELODRAMA  
73M.

(AB-PT)

**ESTIMATE:** Science fiction entry should please horror fans.

**CAST:** Peggie Castle, Peter Graves, Morris Ankrum, Richard Benedict, James Seay, Thomas B. Henry, Than Wyenn, John Close, Don C. Harvey, Larry J. Blake. Produced and directed by Bert I. Gordon.

**STORY:** Photographer-correspondent Peggie Castle stumbles on a disaster in Illinois where a small town and its people were mysteriously wiped out. A lead brings her to a Department of Agriculture experimental station in the area headed by Peter Graves, who has developed fruits and vegetables to mammoth proportions with radioactive materials. They discover that grasshoppers have accidentally fed on some of his material and have grown eight feet tall or more and are responsible for the destruction. Graves develops and reproduces their mating call just before an atomic bomb is to be dropped, and a boat equipped with sound amplifiers leads the insects into Lake Michigan.

**X-RAY:** Science fiction fans and those who go for horror exploitation items should best appreciate this entry. Special effects are well done, and interest is maintained throughout. The cast is adequate and the direction and production are okay. Where this type of film has gone before and where audiences have not been overloaded with similar entries, then this, too, should be acceptable as part of the program. It is being released as part of a package with "The Unearthly." The screenplay is by Fred Freiberger and Lester Gorn. It is the first film to be turned out by AB-PT Pictures.

**AD LINES:** "Huge Monsters Threaten The World"; "It Was A Race Against Time To Save The World"; "A Man And Woman Stood Firm Against Thousands Of Monsters."

### Journey To Freedom

MELODRAMA  
60M.

**ESTIMATE:** Filler for lower half.

**CAST:** Jacques Scott, Geneviev Aumont, George Graham, Morgan Lane, Jean Ann Lewis, Peter Besbas, Don McArt, Dan O'Dowd, Tor Johnson, Barry O'Hara, Fred Kohler, Don Marlowe, Miles Shepard. Produced by Stephen C. Apostolot; directed by Robert C. Dertano.

**STORY:** Jacques Scott escapes from Communist Bulgaria via the underground which takes him first to Turkey, then France, finally New York and then Los Angeles. Always trailing him are Communist agents after him for continuing his "Voice Of Freedom" activities. Hospitalized due to an accident on his construction job, he marries nurse Jean Ann Lewis. Communist agent Morgan Lane catches up with him and frames him for killing a man with his automobile. A sympathetic attorney, however, unravels the circumstantial evidence against Scott. He is freed, and Lane is killed trying to escape the police. Scott becomes an American citizen.

**X-RAY:** This is a strange picture. Everyone speaks English with an accent, including off-screen narrator who connects many of the sequences. It has been given a very cheap production, and the acting seems pretty amateurish at times. There are okay scenic shots of Istanbul, Paris, American cities, and there is enough action, but for the most part this is below par filler for the lower half of the program in indiscriminating spots. This was written by the producer and Herbert F. Niccolls.

**AD LINES:** "Danger Set His Pace!"; "Escape From Torture!"; "Terror Kept Him On The Run!"

### The Unearthly (5661)

MELODRAMA  
73M.

(AB-PT)

**ESTIMATE:** Mediocre horror entry.

**CAST:** John Carradine, Allison Hayes, Myron Healy, Sally Todd, Marilyn Buford, Arthur Batanides, Tor Johnson, Harry Fler, Roy Gordon. Produced and directed by Brooke L. Peters.

**STORY:** Scientist John Carradine and assistant Doctor Marilyn Buford conduct a series of experiments in a mansion in the country designed to result in remaining alive indefinitely. Patients steered by Doctor Roy Gordon, usually without relatives, serve as guinea pigs. One of these is Allison Hayes, who has had a nervous breakdown and in whom Carradine takes more than a passing interest. Myron Healy, allegedly a wanted criminal, shows on the scene, and Carradine persuades him to remain for the experiment. After another experiment goes wrong, Healy reveals he is a police officer. He summons help, but one of Carradine's patients kills the mad scientist before reinforcements arrive. Healy and Hayes find themselves in love as the case is closed.

**X-RAY:** Containing all the tried and true gimmicks to produce horror such as the mad scientist and his gruesome experiments, the attractive gals who would be his victims, mutilated patients, the imbecelic guard, the eerie lab with flashing lights, etc., this winds up as an exploitation item to be sold to those devotees that go for this kind of release. Some may be impressed, others will shrug it off. The acting is fair as is the direction and production. It's filler for the lower half.

**AD LINES:** "He Almost Had The Secret Of Eternal Life"; "A Mad Scientist Prefers Young And Attractive Girls For His Experiments"; "Being Near Him Meant Death."

**20TH-FOX****The Abductors (726)** **MELODRAMA**  
80M.  
(RegalScope)

ESTIMATE: For lower half.

CAST: Victor McLaglen, Gaven Muir, George Macready, Fay Spain, Carl Thayer, John Morley, Carlyle Mitchell, George Cisar, Jason Johnson, Pat Lawless. Directed by Andrew V. McLaglen; written and produced by Ray Wander.

STORY: Victor McLaglen, upon being released from prison, looks up George Macready, mortician with a crooked background shows him a counterfeit bill that is seemingly perfect, and reports that his cellmate has \$100,000 more waiting to hand over once he gets out of jail. They plan on kidnapping the warden's daughter to exchange for the prisoner, but this is bungled by Macready's alcoholic assistant, Gavin Muir. The police recognize the description of McLaglen, and the Secret Service enters the picture. Clues lead them to Macready and the crooks are kept under observation. When Abe Lincoln's body is brought to Springfield for burial, Macready gets the idea to steal the body and exchange it for the convict. They invade the tomb and try opening the grave, but the police arrive in time to round them up. There is an incidental romance between Macready's niece, Fay Spain, and stablehand Carl Thayer, both of whom are innocent of the proceedings.

X-RAY: Allegedly based on a true incident from Secret Service files, this entry is for the lower half as filler. It is unpleasant, dark, dismal, and at times gets lost in mediocre dialogue. The cast is fair as is the direction and production.

AD LINES: "The Truth Can Now Be Told"; "The Story Of An Attempt To Steal The Body Of Abraham Lincoln"; "A True Story Based On Secret Service Files."

**Bernardine (723)** **COMEDY**  
95M.

(CinemaScope)

(Color by De Luxe)

ESTIMATE: Good entry for the younger set.

CAST: Pat Boone, Terry Moore, Janet Gaynor, Dean Jagger, Richard Sargent, James Drury, Ronnie Burns, Walter Abel, Natalie Schaefer, Isabell Jewell, Jack Costanzo and orchestra. Produced by Samuel G. Engel; directed by Henry Levin.

STORY: Pat Boone is one of a group of high school students who have an active interest in girls, hot rods, racing boats, and Coca-Cola. Richard Sargent has a poor technique with girls and has difficulty getting dates. He finally meets a newcomer in town, Terry Moore, and gets a couple of dates, but this is soon interrupted by an ultimatum to study for his exams or fail. He agrees to give Moore up to the care of Boone's older brother, Air Force officer James Drury, home on leave. Sargent passes the tests but by this time Moore and Drury are in love and plan to wed. Sargent battles with Boone and the others and also with his widowed mother, Janet Gaynor, who had planned on marrying Dean Jagger. He enlists in the Army after graduation and returns on furlough more mature and ready to be friends with everyone again.

X-RAY: Aimed essentially at the teen agers, this should please them, what with the popularity of Pat Boone mounting among the youngsters. He handles himself well, singing neatly and carrying off the role with ease and nonchalance.

The story moves well, has color, and the proper settings and moods, and is aided by good performances. It's lightweight and pleasant and has a number of laughs. Incidentally, the oldsters may get a kick out of seeing Janet Gaynor return to the screen in a mother role which she does well. Direction and production are good. Among the tunes heard are "Bernardine," "Technique," "Love Letters In The Sand." The screen play is by Theodore Reeves, based on a play by Mary Chase.

TIP ON BIDDING: Higher program rates.

AD LINES: "The Film With Pat Boone"; "The Youngsters Delight Is Fun All The Way"; "Don't Be Square . . . You Too Can Have Your 'Bernardine'."

**Two Grooms For A Bride (705)** **COMEDY**  
73M.

(English-made)

ESTIMATE: Lower half filler.

CAST: John Carroll, Virginia Bruce, Brian Oulton, Kay Callard, Michael Caridia, Barbara Brown, Kit Terrington, Alexander Gauge, Donald Stewart, Anita Sharp Bolster, Arthur Lowe. Produced by Robert S. Baker and Monty Berman; directed by Henry Cass.

STORY: When the brother of Texas oil tycoon John Carroll is reported missing in Africa, he rushes to England to care for his children, as does Virginia Bruce. They feud before they know each other's identity but end up kissing with the help of the youngsters. They find they are in love. The missing parents turn up as well.

X-RAY: Calculated to serve as filler for the lower half with some slapstick and some humor, this entry is fair in nearly all departments. It doesn't do much to enhance the return of Virginia Bruce and John Carroll to the screen. Frederick Stephani gets credit for the screen play. This bears a Legion of Decency "B" rating.

AD LINES: "She Had A Way With Men"; "The Humorous Story Of A Mixed-up Miss"; "She Knew All About The Birds And The Bees But Not Much About Real Love."

**UNITED ARTISTS****The Buckskin Lady** **WESTERN**  
66M.

(Bishop-Hittleman)

ESTIMATE: Adult western.

CAST: Patricia Medina, Richard Denning, Gerald Mohr, Henry Hull, Hank Warden, Robin Short, Richard Reeves, Dorothy Adams, Frank Sully, George Cisar, Louis Lettieri, Byron Foulger, John Dierke. Produced and directed by Carl K. Hittleman.

STORY: Patricia Medina, "The Buckskin Lady," is a card shark at a stage coach stopover in Nevada. Her father, Henry Hull, a drink besotted doctor, has sold to easterner Richard Denning his so-called practice. Denning realizes he has been rooked, but Medina resolves to pay him back the money which she hopes to get by gambling. She has been trying to give up Gerald Mohr, gambler and killer, realizing he is evil, but he persuades her to go away with him to town where they will marry. He robs a bank, instead, and during their escape, Medina is wounded. They elude a posse, but are forced to rest. Medina turns on Mohr, and despite her wound, holds him at gun-point until Denning arrives for her rescue. Mohr tries to kill Denning, but Medina kills Mohr.

X-RAY: This is an adult western in more ways than one. First of all, there are some passionate love scenes between Medina and Mohr. Then, again, there are several unsavory sequences and situa-

tions. Aside from all this, it is a pretty ordinary western with its quota of action, gunplay, etc. Performances lift it out of the rut, production is par for such things, and the story by Francis S. Chase, Jr., holds interest. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Program rates.

AD LINES: "Thrill Packed Love Story Of The Old West"; "She Lived By The Code Of The West"; "Action And Romance When 'The Buckskin Lady' Goes Straight."

**Hidden Fear** **MELODRAMA**  
83M.

(St. Aubrey-Kohn)

(Filmed in Denmark)

ESTIMATE: Lower half entry.

CAST: John Payne, Alexander Knox, Conrad Nagel, Natalie Norwick, Anne Neyland, Kjeld Jacobsen, Paul Erling, Morgens Brandt. Produced by Robert St. Aubrey and Howard E. Kohn II; directed by Andre de Toth.

STORY: American policeman John Payne arrives in Denmark when his sister Natalie Norwick is charged with murdering the partner in her nightclub act. He is assisted by lieutenant Kjeld Jacobsen and a friend of the sister, singer Anne Neyland. He discovers that a counterfeit ring headed by Alexander Knox and Conrad Nagel is involved with the murder. He breaks up the ring, clearing his sister. He also promises to see more of Neyland when she returns to the states.

X-RAY: A "foreign intrigue" type of entry, this features lots of plot involvement, some action, a bit of romance, and lots of scenes of Copenhagen which add to the overall value of the film. The cast is adequate, and direction and production are okay. It should do well as a supporting feature. The original story and screen play are by Andrew de Toth and John Ward Hawkins. This bears a Legion of Decency "B" rating.

AD LINES: "Filmed Abroad, This Tale Of Intrigue And Murder Chills And Thrills"; "He Was Marked For Murder."

**Outlaw's Son** **WESTERN**  
89M.

(Bel-Air)

ESTIMATE: Fair western.

CAST: Dane Clark, Ben Cooper, Lori Nelson, Ellen Drew, Charles Watts, Cecile Rogers, Joseph "Bucko" Stafford, Eddie Foy III, John Pickard, Robert Knapp, Les Litchel. Executive producer, Aubrey Schenck; produced by Howard Koch; directed by Lesley Selander.

STORY: Gunman Dane Clark returns after a 12 year absence to see his son, Joseph "Bucko" Stafford, who has been brought up by Clark's sister-in-law Ellen Drew. Drew lets him stay briefly but refuses to part with the boy. Clark is told to leave town. The bank is robbed and a teller killed. No one sees the robbers except Drew, and she blames Clark who is jailed. He lets his boy think him guilty and escapes, determined to let the boy be brought up right. Years later, the son (Ben Cooper) has a tough time living down his father's reputation and he becomes a deputy. A wounded outlaw clears Clark of the bank robbery, and Drew admits that she lied. Cooper decides to rob the stagecoach of a large payroll with some of Clark's old associates, but Clark shows up and tries to convince him to go straight. He queers the hold-up and is fatally wounded, dying after getting Cooper to promise to go straight.

X-RAY: There's some shooting, some fighting, and a story that takes its time to make its point. The cast is fair and some of the "names" are better than average for this type of western. The

direction and production are average. It's for the lower half where westerns can fill the bill. The screen play is by Richard Alan Simmons.

AD LINES: "He Was A Wanted Man"; "An Outlaw's Son Tries To Live By The Gun."

## The Pride And The Passion

MELODRAMA  
131M.

(Kramer)

(VistaVision) (Technicolor)

(Filmed in Spain)

ESTIMATE: High rating entertainment.

CAST: Cary Grant, Frank Sinatra, Sophia Loren, Theodore Bikel, John Wengraf, Jay Novello, Jose Nieto, Carlos Larranaga, Phillip Van Zandt, Paco el Laberinto. Produced and directed by Stanley Kramer.

STORY: In 1810, when French troops of Napoleon are in Spain, the retreat of the Spanish army is hampered by a huge cannon. The commanding officer orders it destroyed by pushing it over a deep precipice. It has always been the desire of Spanish guerrilla Frank Sinatra to raise the cannon and use it to recapture the town of Avila. British Naval Captain and gun expert Cary Grant arrives with orders from his own government and the Spanish regime to retrieve the cannon and get it out on a British warship. Sinatra gives him all the help needed to retrieve the gun and put it in working order. Then he tells Grant he is taking the gun across the country to Avila, after which Grant can have it for his government. Grant goes along helping to overcome transportation problems, enemy forces in the way, etc. He also falls in love with Sophia Loren, Sinatra's girl friend. They float the gun across rivers, push and pull it over mountains, rush it through a pass while attacked by the enemy, and even hide and repair it in a cathedral. They finally reach Avila and Grant fires the huge gun as the others led by Sinatra and Loren attack. They conquer their enemy, but Sinatra and Loren are dead. Grant carries on with his mission.

X-RAY: This tremendous spectacle has been a long time in the making with much care and money spent on the filming, and the result is high rating entertainment. It presents thousands of people, has three toppers who are superb and who help make it the success it is. It has color, story, purpose, suspense, and an unusual hero in the huge cannon that is the center of the story. It will hold the interest of all types of viewers and is enhanced by superior direction and production. The sweat and toil of the cast almost comes through the screen to the audience, so effective is the attention to detail and presentation. Add this together and you have a film of outstanding magnitude, one with an unlimited potential. It should be noted that a lavish, expensive, and thorough advertising and promotion campaign has been prepared to herald the film's arrival, all of which should mean better business at the box-office. The story and screen play is by Edna and Edward Anhalt, based on the novel, "The Gun," by C. S. Forester.

TIP ON BIDDING: Highest rates.

AD LINES: "The Film That Took Years To Make And A Cast Of Thousands"; "Magnificent Entertainment On A Huge Scale With Three Of The Screen's Top Stars, Cary Grant, Frank Sinatra, And Sophia Loren . . . And The Gun."

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## U-International

### The Kettles On Old MacDonald's Farm (5721)

COMEDY  
82M.

ESTIMATE: The Kettles are back for them that wants 'em.

CAST: Marjorie Main, Parker Fennelly, Gloria Talbott, John Smith, Georgie Dunn, Claude Akins, Roy Barcroft, Pat Morrow, George Arglen. Produced by Howard Christie; directed by Virgil Vogel.

STORY: The Kettles, Marjorie Main and Parker Fennelly, move from their old farm to another nearby. Marjorie Main becomes involved in a romance between Gloria Talbott and John Smith when Talbott's father, wealthy Roy Barcroft, threatens to break them up. Talbott agrees to a three month trial to the ways of being a farm wife, and she is tutored by Main, who soon has her expert at most everything. Some mishaps prevent Smith from setting up his own logging operation but with money won at a Lumberman's Rodeo he is soon on his way to success. He and Talbott get married.

X-RAY: Fans who have been waiting can now relax as the Kettle family has returned to their usual groove, filled with their usual type of humor and slapstick and surrounded by their usual quota of kids, human and otherwise, as well as other animals including a bear, yet. If your customers have gone for this in the past there is no reason to believe that they should change their habits just because there is a new "Pa Kettle" in the person of Parker Fennelly, who eases into the role with a reasonable amount of smoothness and proficiency. The screen play is by William Raynor and Herbert Margolis.

AD LINES: "America's Fun Famed Family In A Rural Riot Of Laughs"; "The Kettles Are Back And MacDonald's Got Them"; "Ma And Pa Play Cupid As The Kettles Return."

### The Land Unknown (5727)

MELODRAMA  
78M.

(CinemaScope)

ESTIMATE: Good science fiction entry.

CAST: Jock Mahoney, Shawn Smith, William Reynolds, Henry Brandon, Phil Harvey, Douglas Kennedy. Produced by William Alland; directed by Virgil Vogel.

STORY: A polar expedition sets out to explore the Antarctic under Captain Douglas Kennedy. Sent out to explore a warm water region by helicopter are scientist Jock Mahoney, pilot William Reynolds, machinist's mate Phil Harvey, with reporter Shawn Smith going along for the ride. A storm forces them to land in a fog in a region several thousand feet below sea level where the heat is oppressive and the animals and plants date back to the prehistoric era. The helicopter is slightly damaged and their radio can't be heard. It looks as though they are doomed until they come across scientist Henry Brandon, sole survivor of an expedition that explored the area 10 years prior and was also forced down. He proposes to trade airplane parts he has stored for the girl, but Mahoney won't hear of it. They get Brandon to give them the parts and take him along. All are saved, and Mahoney and Smith plan a future together.

X-RAY: Well made is this latest in the series of science fiction entries, and it holds interest throughout with an attention-holding yarn, monsters that are terrifying and realistic, and some sus-

penseful sequences. The cast is good, as is the direction. The production and special effects are in the better category. It should be a good entry for the program with all types of audiences getting a chill out of it. The screen play is by Laszlo Gorog, based on a story by Charles Palmer.

TIP ON BIDDING: Fair program rates.

AD LINES: "Chills And Thrills Beneath The South Pole"; "A New World Is Discovered In The Mysterious Region Of The South Pole"; "A U.S. Navy Expedition Meets Up With Pre-Historic Monsters—Suspenseful Entertainment."

## WARNERS

### Deep Adventure (4912)

NOVELTY  
46M.

(WarnerColor)

ESTIMATE: Colorful addition to any program.

CAST: Ross Allen, Dottie Lee Phillips, William Fuller. Spoken by Johnny Jacobs. Produced by Cedric Francis; directed by Charles Welborn; written by Owen Crump.

STORY: Two men and a girl embark on a treasure hunt in the Caribbean, and find the sunken loot via modern skin-diving equipment. Natives guarding the treasure force them to abandon it, but they consider the adventurous experience reward enough.

X-RAY: This colorful featurette features some beautiful undersea photography in Caribbean waters and will be a welcome addition to any program. It is particularly suited to doubling with a long feature. The young lady involved is as startling anatomically as the underwater world is photographically. The thin story thread isn't much, but the underwater adventure holds interest all the way.

AD LINES: "Down, Down, Deep Into The Mysterious Caribbean . . . Lured By Sunken Treasure"; "Two Men And A Girl . . . And The Most Startling Undersea Adventure Of Them All."

### The Rising Of The Moon

DRAMA  
81M.

(Filmed in Ireland)

ESTIMATE: Charming film of Ireland and its people.

CAST: Cyril Cusack, Noel Purcell, Jack MacGowran, Eric German, Paul Farrell, John Cowley, Jimmy O'Dea, Tony Quinn, Maureen Potter, Michael Trubshawe, Anita Sharp Bolster, Harold Goldblatt, Denis O'Dea, Eileen Crowe, Frank Lawton, Dennis Brennan, James O'Dea, Doreen Madden. Produced by Michael Killanin; directed by John Ford.

STORY: "The Majesty Of The Law": Inspector Cyril Cusack is forced to serve a warrant jailing his old friend, respected Noel Purcell, because he has not paid a fine levied on him for assaulting family enemy John Cowley. "A Minute's Wait": The local train pulls into a small station for a minute's wait, whereupon the passengers descend on the station pub for refreshments. When they leave, left behind are a couple who got off for a spot of tea convinced that the irregular train would never get away. "1921": A political prisoner is sentenced to hang during the Black and Tan revolt. A "sister" gets him out at the last minute, and the man-hunt is on. Irish police sergeant Denis O'Dea joins in the hunt and wonders about collecting the large reward on the escapee's head or whether it might not be better for the country if he escaped. He finally looks the other way when the prisoner escapes to a waiting boat.

(Continued on page 4355)

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

**Reviews**

(Continued from page 4353)

**X-RAY:** Charming, refreshing, and different is this latest film directed by John Ford which consists of three varied yarns about Ireland and its people. The entry could play in art houses as well as in a few regulation spots, but it should receive most of its acclaim in the art and specialty situations. The cast is fine and the direction and production are in the good category, with much of the film's charm and attraction coming from the fact that it was filmed in Ireland. Tyrone Power appears at the start to introduce the work. "Majesty Of The Law" was written by Frank O'Connor. "A Minute's Wait" is from the comedy by Martin J. McHugh. "1921" was inspired by Lady Gregory's play, "The Rising Of The Moon." The screen play was written by Frank S. Nugent.

**AD LINES:** "John Ford's Latest Film About Ireland And Its People Is Grand Entertainment"; "For Fun Galore Don't Miss 'The Rising Of The Moon' In Ireland"; "Another Entertainment Gem By The Master Of Movie Makers—John Ford."

**FOREIGN**

**Nana** DRAMA  
122M.

(Times)

(French-made) (English titles)  
(Eastman Color)

**ESTIMATE:** Lavish French drama is tasteless stuff.

**CAST:** Charles Boyer, Martine Carol, Walter Chiari, Jacques Castelot, Noel Roquevert, Paul Frankeur, Jean Debucourt, Marguerite Pierry, Elisa Cegani, Dora Doll, Dario Michaelis, Pierre Palau, Louisella Boni, Jacqueline Plessis, Nerio Bernardi, Jacques Tarride, Germaine Kerjean, Daniel Ceccaldi, Nicole Riche. Directed by Christian Jaque.

**STORY:** Actress Martine Carol is kept

by a seemingly endless series of wealthy men whom she ruins financially by her extravagances. Charles Boyer, public official and highly moral, is also enslaved by Carol, losing his self-respect and family. She soon tires of him as well, and he winds up strangling Carol, the cause of his destruction.

**X-RAY:** This latest French adaptation of the celebrated Zola novel uncovers very little besides Miss Carol's anatomy. While she is quite easy on the eyes and the Eastman Color provides a lavish setting for the amoral goings-on, the result is an overlong film aimed more at shocking than at entertaining. Boyer is as good as could be expected under the handicap of a script that seems to have culled from Zola's work only the naughty sections. This has been Condemned by the Legion of Decency and is certainly suited only for adult audiences, who may also find it rather tasteless.

**AD LINES:** "Zola's Stormy Novel Of Paris At Its Naughtiest Brought Blushingly To The Screen"; "She Used Men . . . And They Enjoyed Every Minute Of It."

**The Shorts Parade****ONE REEL****CinemaScope Color Cartoons**

**BEEFY IN A BUM STEER.** 20th-Fox—Terrytoon. CinemaScope. 7m. An old bull retires from the ring after successfully defending his championship. His son vows that he too will become a great champion like his pop, but mama insists on him taking music lessons. FAIR. (5703).

**SPOOFY IN GAG BUSTER.** 20th-Fox—Terrytoon. CinemaScope. 7m. Spooky is a zany little fox that comes to life on the animator's drawing board and subdues

a gunslinger via trick props and gadgets. FAIR. (5702).

**Color Cartoons**

**CAT IN THE ACT.** Paramount—Herman and Katnip. 6m. Mouse Herman takes his nephew on a tour of the Paramount studios, where they witness a jungle movie being made and where they meet up with threatening Katnip. FAIR. (H16-2).

**FISHING TACKLER.** Paramount—Noveltoon. 6m. Little Audrey would rather fish than go to school, and she dodges the truant officer. He catches up with her and gets her to school only to find that it is a holiday. The conclusion has him helping her fish. FAIR. (P16-4).

**HECKLE AND JECKLE IN PIRATE'S GOLD.** 20th-Fox—Terrytoon. 7m. Heckle and Jeckle tangle with a pirate with a treasure map, and after much finagling they are able to latch onto the treasure, only to find the internal revenue collector waiting. GOOD. (5731).

**HOOKEY SPOOKY.** Paramount—Caspar. 6m. Caspar and another playmate ghost, Spooky, pass a zoo, and Spooky has a fine time scaring the animals until Caspar scares Spooky, posing as ghost of the animals he has scared. FAIR. (B16-3).

**MR. MONEY GAGS.** Paramount—Noveltoon. 7m. Tommy Tortoise is introduced to the shell game by Moe Hare, a fast promoter, who loses until the tortoise has doubled his money. In desperation, Hare tries to hold him up, and the tortoise is responsible for his capture by police, also collecting a reward. GOOD. (P16-5).

**NEARLYWEDS.** Paramount—Popeye. 7m. Popeye and Bluto decide to propose to Olive, and she chooses Popeye. Bluto tries to delay Popeye's appearance at the wedding, but the sailor prevails. FAIR. (E16-4).



current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	RANK	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Hold That Hypnotist Bowery Boys	The Phantom Stagescoach William Bishop, Kathleen Crowley	Invitation To The Dance (TC) Gene Kelly	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Reach For The Sky Kenneth More	Duel At Apache Wells (Naturama) Anna Marie Alberghetti, Ben Cooper, Jim Davis	Wayward Bus (CS) Jayne Mansfield Dan Dailey	The Iron Sheriff Sterling Hayden, Constance Ford (Grand)	The Kettles On Old MacDonald's Farm Marjorie Main, Parker Fennelly	The Spirit Of St. Louis (CS-WC) James Stewart	Runaway Daughters (American-Int.) Maria Enallsh, John Lital
Footsteps In The Night Bill Elliott	The Strange One Ben Gazzara, Julie Wilson	Lizzie Eleanor Parker, Richard Boone, Jean Blondell	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	Checkpoint (EC) Anthony Steel	Affair In Reno (Naturama) John Lund, Doris Singleton, John Archer	Island In The Sun (CS-DC) James Mason Jean Fontaine Dorothy Dandridge	The Girl In The Kremlin Lex Barker, Zsa Zsa Gabor	The Counterfeit Plan Zachary Scott, Peggie Castle (English-made)	Untamed Youth Mamie Van Doren, Lori Nelson, John Russell	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Gaye
The Badge Of Marshal Brennan Jim Davis, Arleen Whelan	Abandon Ship Tyronne Power, Mai Zetterling, Lloyd Nolan (English-made)	Designing Woman (CS-Color) Gregory Peck, Lauren Bacall	Fear Strikes Out (VV) Anthony Perkins, Norma Moore	Battle Hell (DCA) Richard Todd	Hell's Crossroads (Naturama) Stephen McNally, Peggie Castle, Barton MacLane	Lure Of The Swamp Marshall Thompson Joan Vohs	The Deadly Mantis Craig Stevens	Man Afraid (CS) George Nader, Phyllis Thaxter, Tim Hovey	Shoot Out At Medicine Bend Randolph Scott, James Craig, Angie Dickinson	Cinderella (RE) (TC) (Buena Vista) (Disney)
Dragon Wells Massacre (CS-Color) Barry Sullivan, Mona Freeman, Dennis O'Keefe Katy Jurado	Hellicats Of The Navy Ronald Reagan, Nancy Davis	The Vintage (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer	Funny Face (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	The Green Man (DCA) (English-made) Richard Todd	Spoilers Of The Forest (Naturama-Tricolor) Rod Cameron, Vera Ralston	Monkey On My Back Cameron Mitchell, Dianne Foster (Small)	Man Afraid (CS) George Nader, Phyllis Thaxter, Tim Hovey	Mamie Van Doren, Lori Nelson, John Russell	Shoot Out At Medicine Bend Randolph Scott, James Craig, Angie Dickinson	Flesh and The Spur (Eastman Color) John Algar, Maria English (American-Int.)
The Persuader James Craig, Kristine Miller	Sierra Strangler Robert Duff, Gloria McGhee	Gaslight (RE)	The Buster Keaton Story (VV) Rhonda Fleming Donald O'Connor, Ann Blyth,	Every Second Counts (Subtitled) Barbara Laage	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	The Ride Back Anthony Quinn, Lita Milan (Associates and Aldrich)	The Young Strangler James MacArthur, Kim Hunter (RKO)	Jim Thorpe, All American (RE)	The Winning Team (RE)	Naked Paradise (Pathe Color) Richard Denning, Beverly Garland (American-Int.)
Destination 60,000 Preston Foster, Jeff Donnell	The Garment Jungle Lee J. Cobb, Kerwin Mathews, Gia Scala	The Postman Always Rings Twice (RE)	Gunfight At The O.K. Corral (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	Man In The Road Derek Farr, Ella Raines (English-made)	Bailout At 43,000 John Payne, Karen Steele (Pine-Thomas)	Tammy And The Bachelor (CS-TC)	Burt Lancaster	The Winning Team (RE)	The Undead Richard Garland, Pamela Duncan (American-Int.)
The Oklahoman (CS-Color) Joel McCrea, Barbara Hale	The Burglar Dan Duryea, Jayne Mansfield	Tarzan And The Lost Safari Gordon Scott, Betta St. John	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	The Weapon Steve Cochran, Lizabeth Scott, Herbert Marshall	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	Joe Butterfly (CS-TC)	Bright Leaf (RE)	The West Point Story (RE)	Voodoo Woman Marla English, Tom Conway, Touch Connors (American-Int.)
Storm Out Of The West Dale Robertson, Lois Maxwell, Derek Bond	Beyond Mombasa (TC) Carmel Wilde, Donna Reed	This Could Be The Night (CS) Jean Simmons, Paul Douglas, Joan Blondell	Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	The Abductors (RegalScope) Victor McLaglen, Fay Spain	The Midnight Story (CS)	The Midnight Story (CS)	The West Point Story (RE)	James Cagney	
Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	The Night The World Exploded Kathryn Grant, William Leslie	The Little Hut (Color) Ava Gardner, Stewart Granger, David Niven (Made in England)	Omar Khayyam (VV-TC) Cornel Wilde, Debra Paget	RANK	Journey To Freedom Jacques Scott Genevieve Aumont	Saint Joan Richard Widmark, Jean Seberg (Preminger)	Interlude (CS-TC)	Strangers On A Train (RE)	Farley Granger	If All The Guys In The World (French-made) (Buena Vista)
Spook Chasers Bowery Boys	The Giant Claw Jeff Morrow, Mara Corday	The Seventh Sin (CS) Eleanor Parker, Bill Travers, George Sanders	For Whom The Bell Tolls (RE) (TC) Gary Cooper, Ingrid Bergman	Value For Money (TC-VV) John Gregson Diana Dors	Time Is My Enemy Dennis Price Renee Asherson	Sweet Smell Of Success Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	Doctor At Large (VV-EC) (English)	Young Man With A Horn (RE)	Kirk Douglas	Johnny Tremain (TC) (Disney)
Hot Rod Rumble Leigh Snowden, Wright King	The Heart Of Show Business (Ralph Staub)	Something Of Value Rock Hudson, Dana Wynter, Wendy Hiller	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Triple Deception (TC-VV) Michael Craig	The Lawless Eighties (Naturama) Buster Crabbe Marilyn Saris	Trooper Hook Joel McCrea, Barbara Stanwyck (Fielding)	Run Of The Arrow (TC)	Deep Adventure (WC)	Ross Allen Dottie Lee Phillips	Hal Stalmaster, Luana Patten, Jeff York (Buena Vista)
Aqua Dive Girl Mara Corday, Pat Conway	Fire Down Below (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon	The Bride Goes Wild (RE)	The Delicate Delinquent (VV) Jerry Lewis Darren McGavin	Out Of The Clouds (EC) Anthony Steel	Will Success Spoil Rock Hunter (DC-CS) Jayne Mansfield, Tony Randall	The Big Caper Rory Calhoun, Mary Costa (Pine-Thomas)	Joe Dakota (EC)	A Face In The Crowd Andy Griffith Patricia Neal	The D.I. Jack Webb, Don Dubbins, Jackie Loughery	Drag Strip Girl Steve Terrell Fay Spain (American Int.)
Love In The Afternoon Gary Cooper Audrey Hepburn Maurice Chevalier	20 Million Miles To Earth William Hopper, Joan Taylor	Our Vines Have Tender Grapes (RE)	Beau James (VV-TC) Bob Hope Vera Miles Paul Douglas	The Third Key Jack Hawkins	Seawife (Color-CS) Richard Burton, Joan Collins	The Monster That Challenged The World Tim Holt, Audrey Dalton (Gardner-Levy)	The Land Unknown (CS)	The Prince And The Showgirl (TC)	Marilyn Monroe, Laurence Olivier	Rock All Night Dick Miller and Plattner (American Int.)
The Disembodied Paul Burke Allison Hayes	The 27th Day Gene Barry, Valerie French	Man On Fire Eing Crosby Inger Stevens Mary Fickett	Loving You Elvis Presley Lizabeth Scott Wendell Corey (VV-TC)	Back From The Dead (RS) Arthur Franz, Peggie Castle, Marsha Hunt	The Unknown Terror (RS) Paul Richards, Mala Powers	Jet Pilot (TC)	John Wayne, Janet Leigh (RKO)			
Daughter Of Dr. Jekyll John Agar Gloria Talbott	Silk Stockings (CS-MetroColor) Fred Astaire Cyd Charisse Janis Paige									
Dino Sal Mineo Susan Kohner Brian Keith										

SYMBOLS USED ABOVE: CS—CinemaScope, DC—DeLuxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

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with

ROBERT H. HARRIS · COREY ALLEN

Screenplay by MARTIN BERKELEY Produced by

WILLIAM C. THOMAS · HOWARD PINE · Directed by ROBERT STEVENS · A Pine-Thomas Production

THRU  
UA





MOTION PICTURE

# EXHIBITOR

JULY 17, 1957

VOLUME 58

NUMBER 12

IN TWO SECTIONS

• THIS IS SECTION ONE



## ***For Better..For Worse Who Knows?***

editorial

## **FCC Deluged On Toll-TV**

(page 8)

## **Studios Join PR Campaign**

(page 10)

**AND FEATURING: PHYSICAL THEATRE  
EXTRA PROFITS**

← Milton Shapp, president, Jerrold Electronics, Philadelphia, has been discussing telemovies (cable theatre), developed by his company, at exhibitor meetings.



**Spark the Show  
with Shorts  
They Know!**

"HEY MOM! TAKE A TIP FROM  
A SHORT SUBJECT! DON'T JUST  
SIT THERE! DO SOMETHING  
ABOUT GROSSES BY SELLING  
A WHOLE SHOW WITH M·G·M'S  
SPARKLING QUALITY SHORTS!"

# TALK ABOUT BUSINESS BUILDING! LISTEN!

**M-G-M's JUNIOR FEATURES, 1957-58**

## 12 - M-G-M CINEMASCOPE CARTOONS

(ONE REEL—TECHNICOLOR)

"Tom and Jerry" are known and loved. No wonder they're voted No. 1 year after year in the trade press. Simply delightful in CinemaScope and Technicolor. And droll "Droopy" cartoons are equally delightful—in CinemaScope and Technicolor.

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(ONE REEL—TECHNICOLOR)

Consistent money-makers, they outclass all other cartoons. These characters have become world-famous. These shorts are the cream of the crop.

## NEWS OF THE DAY—THE CLASS OF NEWSREELS

(TWICE WEEKLY)

Listen to your patrons. They *want* newsreels, the bright spot, the true and tried program stalwart. To economize on newsreels is self-defeating. Get the most consistently best—NEWS OF THE DAY.

**NOTE:—If you have not yet played "THE BATTLE OF GETTYSBURG" do it now! It is the greatest short of our time!**

# EXHIBITOR



JULY 17, 1957  
VOLUME 58 NUMBER 12

## FOR BETTER . . . FOR WORSE! WHO KNOWS?

PERIODS of economic depression in any business will usually produce changes, resulting from experimentation in an effort to improve. An idea that may have kicked around for years, without being put to practical test, may be brought out and dusted off during such periods, for a trial that may actually furnish inadequate proof of anything, except the idea's inability to buck the economic depression. Other ideas may be of the coin-toss variety that have little to lose. And still others, properly approached and carefully executed, may profitably change the future course of what many believed to be basic or fundamental past policies.

Looking back over the economic depression that has saddled at least the theatre side of this business for several years, and most particularly over the changes in past policies that were suggested or actually implemented during the last few months and weeks, we can only feel that as a general rule change is a very serious undertaking, and shouldn't be undertaken just for the sake of change. All changes, whether great or small, should be thoroughly aired and widely discussed from every possible angle before actual experimentation takes place. Every experiment, once launched, should get the full "college try" and whole-hearted cooperation of everyone in the business, regardless of their personal prejudices. And all results, whether bad or good, should be subjected to the most searching inspection and analysis by the widest number and class of industry authority.

Only then should it be conceded that a change is acceptable on a national scale, and is worth any upheaval or unrest that may accompany it.

Notable among the changes are: (1) the "convenience" first runs in 21 Chicago neighborhood theatres, with the accompanying ignoring of "the Loop" by Universal, on 12 of their current features; (2) the 18 theatre simultaneous day-and-date mixture of downtown first-run and neighborhood Boston theatres, engineered by Sam Pinanski on Disney's "JOHNNY TREMAIN"; (3) Paramount's reduction to a maximum of five key second runs on "THE TEN COMMANDMENTS" in Philadelphia, where 20 to 25 such runs are usually awarded as "A" playing time; and (4) the permitting of small, minimum equipped and poorly staffed neighborhood theatres, and of drive-in theatres, situated on the outskirts of large cities and towns, to demand the right to bid for only the cream of the first-run features and to play second-run at all other times.

Most of these fit our earlier references. The "convenience" neighborhood "first-runs" in Chicago stemmed

completely from economic considerations. With a lot of big "A" pictures available for "the Loop" during these summer months, Universal found themselves with a lot of their own, and some of those they are liquidating for RKO, and no place to play them. So it was smart selling to set up the 21 theatre day-and-date deal, backed with solid co-op advertising. The stunt has gotten a lot of Chicago attention, and it ought to get a lot of industry attention and study before it is through. This is without question a perfect example of a maximum fast payoff. Columbia did something similar in New York recently on "THE GARMENT JUNGLE." And we hear Paramount is following in New York with the Presley film, "LOVING YOU," and 20th-Fox with the Pat Boone starrer, "BERNARDINE." Is the method economically sound, and can we learn from it?

The Boston experiment on "JOHNNY TREMAIN" is a variation on this because the latter had a downtown first-run involved. Sam Pinanski has made many a speech on this idea down through the years, and to his credit the first-run theatre that might be adversely affected was his own. So the man is consistent and proves his sincerity. When the results are totaled, it would be interesting to know whether any of the 18 theatres did any night time business? And whether the neighborhood outlets cut in on the juvenile daytime patronage that could normally be expected to come "in town" to the higher admissioned first-run? If nobody did night time business it's to be expected, for all reports indicate that is where this picture is very weak. But, if the neighborhoods killed the downtown run, we can learn from that.

There are many seasoned veterans who have always believed that a slower payoff in fewer second-runs, and a more orderly movement into a constantly expanding series of lower admissioned thirds, fourths, and fifths, would build a more healthy business and increase the national "admissions per week." So Paramount's change on "THE TEN COMMANDMENTS" is probably less of an experiment, and more of a return to old and proven practices. The theatre owner lawsuit that developed can be charged less to the experiment and more to the way in which it was tried. Earlier in this piece we advocated that "all changes, whether great or small, should be thoroughly aired and widely discussed from every possible angle." Had this been done, and had Charlie Boasberg or some other "top brass" made an explanatory visit to Philadelphia in advance of the "invitation-to-bid" letter, he wouldn't have had to make a later visit to appear as a witness. If there is anything



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Screenplay by R. WRIGHT CAMPBELL, IVAN GOFF and BEN ROBERTS

Story by RALPH WHEELWRIGHT

Directed by JOSEPH PEVNEY • Produced by ROBERT ARTHUR



**MAN OF A THOUSAND FACES"**

**CINEMASCOPE**



to be learned from this Philadelphia change it is the correctness of the need to act as a team in this business and not to regard one another as some kind of second-class citizen. The latter makes lawyers rich!

The permitting of otherwise second-class theatres, whether roofed or drive-in, to turn first-run on occasion, and through bidding skim off the cream of the profitable block-busters, but to operate at all other times as neighborhood or second-runs, would seem to teach nothing so much as a way to commit industry suicide. Many such second-class theatres are failures as subsequent runs, while in today's market the established, high-overhead, deluxe first-run is admitted to be the industry's main source of the revenue that is necessary for it to continue to make big pictures. Because of their expensive equipment, trained and high salaried staff, high priced and high taxed real estate, and generally high overhead, none of these first-runs can live or make a profit on the little average pictures. And there are so few big pictures today, that in any town or city with more than three such deluxe first-runs, there is a battle right now for survival, and many a picture is stretched beyond

its profit margin. So take away even one or two pictures per season to satisfy the experiment of some otherwise second-class theatre and some of the "main sources of industry revenue" go bankrupt, and won't be there tomorrow.

Such granting of silly and unrealistic demands to bid to off-beat outlets that are using the right not to serve the public in a commercially profitable way, but to promote a nuisance they hope will force their contemporaries to buy them out or to give them some other buying concessions, is an evil that must be submitted to the most searching study. The distributor who accepts such bids, without an effort to protect his regular first-run customers, is reaching for the "fast buck" just as surely as the theatreman who plays sex pictures. Neither one cares about basic morality, or how he makes his money. And both are putting their own selfish objectives above their industry's future good.

But these are a few of the current changes and experiments. The months and years ahead will prove whether they are for better . . . or for worse!

Time marches on!

## WHO'S ON FIRST

JUST TO COP a thought from our good friends Bud Abbott and Lou Costello, it seems that so many people are speaking for the motion picture industry without facts, that it's getting as confusing as their three characters, "WHO," "WHAT," and "I DON'T KNOW," who played in their mythical infield.

New York Times staff writer Thomas M. Pryor, in their paper of July 8, credits a Daily Variety poll for the statement that: "*The increase in film production by major studios did not measure up to the forecast early in the year. However, activity by independent companies has accounted for a 10 per cent rise above production volume in the first half of 1956.*" He then goes on to justify this by stating that major studios have completed five less than in 1956, while independent producers had made 20 more. The 1957 grand total, by the way, being 155 features.

Motion Picture Herald editor Martin Quigley, Jr., on the editorial page of their July 6 issue, credits a report by Al Corwin of the M.P.A. for the view that: "*Up to now the output of Hollywood is running 25 per cent ahead of 1956,*" and a prediction of "*A total of 365 or more features by Hollywood producers in 1957,*" (or about 23 per cent more than the 1956 total of 296, if you figure it out).

So with such a wide variance in production figures from two different sources ("WHO" on first; "WHAT" on second), we started out to see what we could do about

someone to play third. We had a count made of the features that had been reviewed in the pink section of MOTION PICTURE EXHIBITOR during those same six months of the same two years (right up to the end-of-June issue). What we wanted was not so much the pictures that were made, and might be put in cold storage, but the pictures that had actually been offered to theatremen for theatre dates.

During these early months of 1957 we reviewed a total of 204 new features, and 17 reissues. During those same months of 1956 we reviewed a total of 211 new features, and 17 reissues. Lumped together, films from miscellaneous sources (i.e. Buena Vista, American-International, Astor, D.C.A., Trans-Lux, etc.) total the same 31 in each year. And films from foreign sources (including Rank) were 50 per cent less than last year with 16. But the 10 national distributors (RKO liquidating through U-I) accounted for 157 features in 1957, as compared to 148 in 1956. To a casual observer this would seem to be an increase of nine features, or about six per cent. But a little closer study shows that the missing 16 foreign made pictures, plus even more than that, are now getting major distribution and are therefore in that 157 total.

So we would like to switch the lineup on Abbott and Costello and put "WHERE" on third.

Their "I DON'T KNOW" will have to sit on the bench for a while.

And "TODAY" is pitching tomorrow!"

**RANDOM SHOTS** • If you haven't caught the new Presley picture "LOVING YOU," don't slough it off just because you hear it isn't getting a New York first-run. Actually it's a pretty good picture, and it's going to make friends for the kid out of many of us who regarded him as nothing more or less than a pain in the lower end of the backbone. In this one the story is right, the support is good, and the direction is adequate. And, whether singing or acting, Presley comes across as a warm sort of hill-billy that you like and feel sorry for. It makes you forget that he has so much dough,—and that the hair is a "prop." Take a bow, Hal Wallis!

And, incidentally, Paramount had an August date at Loew's State, but pulled it for the July-August Saturation to the out-of-school young 'uns.

*Jay Emanuel*

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# BROADWAY GROSSES

(As of this Monday)

## "Pride" Leads Parade

NEW YORK—With only one opening, Warners' "Band Of Angels," Paramount, there was little excitement in the Broadway first-runs last weekend, although UA's "The Pride And The Passion" was doing mightily at the Capitol.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Band Of Angels" (Warners). Paramount (\$47,654)\*—Opening week heading toward \$41,000.

"Island In The Sun" (20th-Fox). Roxy (\$81,388)—Thursday through Sunday accounted for \$37,977, with the fifth, and last week, sure to top \$52,000. Usual stage show.

"The Prince And The Showgirl" (Warners). Radio City Music Hall (\$146,192)—Thursday through Sunday saw \$75,000 in the till, with the fifth, and last week, bound to exceed \$130,000. Usual stage show.

"The Pride And The Passion" (UA). Capitol (\$39,813)—Third week announced as \$76,000.

"Face In The Crowd" (Warners). Globe (\$11,854)—Seventh week reported at \$11,000.

"The Delicate Delinquent" (Paramount). Mayfair (\$15,087)—Second week okay at \$23,000.

"Beau James" (Paramount). Astor (\$24,578)—Third week sure to top \$24,000.

"Saint Joan" (United Artists). Victoria (\$21,930)—Third, and last week, down to \$7,000.

"Sweet Smell Of Success" (United Artists). Loew's State (\$18,644)—Third week fine at \$29,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

## Goldwyn Suit Opens

SAN FRANCISCO—Samuel Goldwyn's seven-year-old anti-trust action against 20th-Fox film interests and twelve exhibitors opened last week in Federal District Court before United States Judge Edward P. Murphy. Goldwyn accused the defendants of combining "to purchase films on a non-competitive and monopolistic basis."

Joseph L. Alioto, attorney for Goldwyn, asserted that the plaintiff lost more than \$1.5 million in three years on seven of his motion pictures because of the alleged monopolistic practices. He charged defendants created "pockets of monopoly" controlling about 675 theatres across the country.

## "DeLuxe Tour" To Be First Exhibited In C'Scope-55

NEW YORK—Spyros P. Skouras, president, 20th-Fox, and producer Darryl F. Zanuck announced recently that the best selling novel "DeLuxe Tour" by Frederic Wakeman will be the first motion picture photographed and exhibited in CinemaScope 55.

"The King And I" was photographed in CinemaScope 55 and exhibited on 35mm. film. Selected theatres will have to be equipped with special projection machines and curved screens to accommodate the screening of "DeLuxe Tour" in 55mm.

"DeLuxe Tour" will be designed exclusively as a roadshow attraction for 40 to 50 special theatres in the United States and approximately the same number in the balance of the world.

## Lights Out

PHILADELPHIA—The following up-state theatres were last week reported closed: Tremont, Tremont; Roxy, Nesquehoning; Center, Minersville; Mifflin, Mifflin; and Galen, Marysville.

## C and C To Devote Full Efforts To TV

NEW YORK—Stockholders of the C and C Super Corporation last week were advised of a special meeting to be held in Wilmington, Del., on July 29 at which they are to be asked to vote on a plan which proposes that the company should spin off its food and beverage and manufacturing operations to devote itself in the future exclusively to television.

The proposal further calls for a change in the corporate name to C and C Television Corporation, a decrease in the number of directors from 13 to eight, and an amendment of the outstanding operations relating to common stock.

On the approval of stockholders, the food, beverage, and manufacturing activities of C and C would be carried on by National Phoenix Industries, Inc., a wholly owned subsidiary.

## Fox Promotes Elener

NEW YORK—George Elener has been promoted to assistant secretary of 20th-Fox International and Inter-America Corporations, it has been announced by Emanuel D. Silverstone, vice-president and general sales manager.



## The NEW YORK Scene By Mel Konecoff

LO, THE PRODUCER SPEAKETH: Martin Rackin one-time newspaperman, press agent, writer, screen writer, and presently a producer with Warner Brothers, whose grandfather was an old-time exhibitor, had this to say regarding exhibition today: Poor management and lack of showmanship in some cases is what is closing theatres today, rather than a lack of product. Theatres are showing a million dollars worth of property each night they operate and are not doing right, in many cases, in their presentation for the theatres are dirty, miserable, and with cut-up seats. These houses are operated by real estate operators who worry about the "coke" machines being full. Of course, he admitted, some of the closures are also due to a change in the living pattern and population shifts which have given rise to the drive-in.

As a matter of fact, Rackin opined that theatre divorcement from distribution was the greatest mistake that happened to this industry because the theatres in those days were run by real showmen.

Continued he, people will smell out a good picture and turn out for it, but with the right showmanship, they would turn out in greater numbers.

Rackin, who produced three upcoming Warner films, "The Helen Morgan Story," "Darby's Rangers," and "The Deep Six," and who also wrote the screen plays for "The Bad Seed" and "No Time For Sergeants," reported that the studio is reactivating its roster of young talent, believing that new faces are exploitable and that talented newcomers can become stars in a short time with follow-up properties after their screen introduction. He admitted it takes longer to build a star these days because fewer films are being turned out in which they can be utilized. Four or five films are needed, and it helps if an actor can play a "heavy," fascinating for femmes.

How about the TV version of "The Helen Morgan Story"? Said he, this is a good trailer for the movie and was strictly a white wash job. As regards TV properties being made into movies, this was a mistake, he thought, except for "Marty," believing that people don't have to go to the movies to see a television show.

Rackin also believes that remakes of old time favorites are for the birds, referring to the Joe Frisco statement, "if they had made 'em right the first time, they wouldn't have to do 'em over again." Warners is sticking to big new productions based on best sellers, hit plays, or on good originals, with the studio geared to a simplified big-time operation. Of course this doesn't eliminate the company buying smaller independent releases to round out their distribution program. Said he, you can't give away the little pictures costing \$600,000.

He was in town to confer with Pearl S. Buck over the filming of her latest work, "Letter From Peking," published last week. Warners paid \$200,000 plus for this. It will probably go before the cameras in the fall.

**THERE IS NOTHING LIKE A BOAT:** Charlie Einfeld was relating at 20th-Fox the other day how when they announced that they would have a tie-in premiere with the

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## I N D E X

VOLUME 58, NUMBER 12 JULY 17, 1957

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(Yellow Check-Up Section)

# Deluge Of Opinions On Toll-TV Floods FCC

## Proponents Step Up Effort For Immediate Trial Period; Bartlesville, Okla., Test Of Telemovies Pushed Back

WASHINGTON—International Telemeter Corporation last fortnight filed a brief with the Federal Communications Commission urging it allow "tests by any operator of an independent station desiring to do so" should it authorize a trial of pay-TV to determine its acceptability throughout the country under conditions resembling free competition.

This stand was explained when Telemeter said that "the networks are the leading opponents of subscription TV."

Telemeter further recommended that "there be no restrictions on the number of subscribers"; and that "no specific time limit be placed upon the tests; that they be authorized for an indefinite period with the provision that the commission will give at least nine months' advance notice before the tests are to be terminated."

The Commission was also asked to "resolve" the problem of standardization before allowing "large scale operations" since if this is done "development work on equipment" can proceed with confidence that, if and when subscription-TV is authorized, the equipment will not be obsolete."

The brief stated that it was Telemeter's view that "the proposed trial demonstrations, as such, are unnecessary to the commission's decision as to whether subscription television is in the public interest and should be authorized on a regular basis." The brief claims that "the commission has ample information in its hands to make that decision now and to authorize toll-TV on a nationwide commercial basis."

Telemeter claimed no more tests were necessary but, rather, it was important that FCC "prescribe substantive rules that will insure the beginning of a new service and which will fully protect the public in the enjoyment of a competitive television system without artificial restraints on competition."

The company also claimed that it is convinced "that the financial future of subscription by wire is secure whether or not subscription by air is ever authorized," and offered to make its equipment available to "qualified applicants."

Meanwhile many others in favor of and against subscription television also filed briefs with the FCC.

The Joint Committee On Toll Television claimed "Pay television and free television cannot exist side by side. Free TV would eventually be forced out of business with no guarantee that pay TV quality would be superior . . . The proper medium is public hearing and not test . . . In any event, FCC should do nothing without obtaining enabling legislature from Congress . . ."

Other opinions were voiced by NARTB; Sherill C. Corwin, Bay Television, San

## Senate, House Differ On Future Of SBA

WASHINGTON—The Senate Banking and Currency Committee last fortnight voted to extend the Small Business Administration for one year, increase its lending power, but otherwise leave the agency intact.

If the bill is adopted by the Senate it must go to conference on major points of difference from the House-passed measure, which favored making SBA a permanent agency, pegging its interest rate at five per cent, increasing the lending authority, and abolishing the Loan Policy Board which gives SBA Administrator and the Secretaries of Commerce and Treasury unappealable powers to fix loan eligibility.

## Reade Suit Dismissed

NEW YORK—The \$1,200,000 anti-trust suit of Walter Reade Theatres' Woodbridge Drive-In, Woodbridge, N. J., against Loew's and others was dismissed last fortnight by U. S. District Court Judge Richard H. Levet, who gave Reade 20 days to file a new complaint, ordering that it be concise, simple and in conformity with the federal rules.

Francisco; Lou Pollner, WCAN-TV, Milwaukee; RKO-Teleradio; Cinema-Sound; Jerrold Electronics; Zenith Radio Corporation; Skiatron TV, Inc., and Skiatron Electronics and Television Corporation; ABC, NBC, and CBS.

The FCC claimed it has full pay-TV authorization powers if it finds the system to be in the public interest. The Commission contends there is no provision in the Communications Act barring broadcasting for a fee.

The Commission also said it was impossible before the system is even in existence to decide between the arguments of those who promise "the rainbow's pot of gold" for the system and those who claim it would bring "rack and ruin." For this reason, the FCC holds it is necessary to have a fair trial of pay-TV.

Although the Bartlesville, Oklahoma, test has been postponed until Sept. 1, work on the main-line cable in the heart of the city is almost completed, along with remodeling of the Lyric Theatre for a studio and offices. Henry Griffing, president, Video Independent Theatres, said a public subscription campaign also had been put back until late next month.

General Precision Laboratories plans to ship studio equipment to Bartlesville this week in a special padded truck, and probably will test it for at least two weeks.

Video has decided to run its own test of reception after the equipment is installed, Griffing said. About 20 homes in various parts of the city will be used to see how well TV comes in and not a single subscription will be taken until then, according to Griffing.

## Exhib Chairmen Set For Hospital Drive

NEW YORK—M. A. Silver, national exhibitor chairman for the Will Rogers Hospital's combined audience collection-Christmas Salute drive to be conducted in August, announced that the formation of the exhibitors committee in the exchange areas is rapidly nearing completion.

Definite acceptances have been received to date from Elias Schlanger, Albany; Charles Kurtzman, Boston; Arthur Krock and George McKenna, Buffalo; Ernest G. Stellings and Scott Lett, Charlotte; David Wallerstein and Jack Kirsch, Chicago; James McDonald, Cincinnati; Joe Rembrandt, Cleveland; John Rowley, Dallas; Harold Brown, Detroit; R. V. Jones, Indianapolis; Horace Denning, Jacksonville; Beverly Miller and M. B. Smith, Kansas City; Alex Halpern, Milwaukee; Harry Feinstein, New Haven; Henry Plitt and Teddy Solomon, New Orleans; Emanuel Frisch, New York; Ted Schlanger, Philadelphia; Bert Stearn, Pittsburgh; Thomas James, St. Louis; Joe Blumenfeld, San Francisco; Maurice Saffle, Seattle; and Julian Brylawski, Washington, D. C.

Other commitments are coming in daily, and the full list is expected to be ready for publication in a short time.

## "Commandments" Houses Set

PHILADELPHIA—The 10 area houses playing starting July 17 Paramount's "The Ten Commandments" on new "special run" status over which second runs lost a clearance battle recently in U. S. District Court, are the City Line Center, Merben, Uptown, SW Broadway, SW Logan, all in Philadelphia; the SW State, Chester, Pa.; the County, Doylestown, Pa.; the Auditorium, Coatesville, Pa.; the Norris, Norristown, Pa.; and the Savar, Camden, N. J.

The Queen, Wilmington, Del., is currently playing the picture.

## New Argentina Head For RKO

NEW YORK—Walter Branson, RKO's vice-president in charge of world wide distribution, has announced the appointment of Victor Franzosi as the company's new general manager for Argentina, succeeding Hugo Stramer, who resigned.

Franzosi formerly was with Columbia. He joined that company 25 years ago and worked his way up through a variety of appointments until he became sales manager in Argentina.

## Brasselle Goes Inde In England

NEW YORK—Keefe Brasselle announced last week the formation of Pugach-Weitz-Brasselle Productions, Ltd., for the purpose of co-producing six pictures with Vicar Productions of London, headed by Nat Miller.

The first production, "Death Over My Shoulder," rolls before the cameras July 22, at Walton on the Thames Studios in London.



## "Partner" Distribution Reverses Usual Pattern

By MEL KONECOFF  
New York Editor

NEW YORK—A couple of weeks ago, we saw a film called "God Is My Partner," a 20th-Fox release, and as we watched it unfold, we sort of hankered for a theatre in a rural area in a smaller town and a week or two in which to prepare for the opening of the film. We visualized showing it to local church groups, representatives of the women's clubs, the local merchants, and tying in with the YMCA, the local radio station, etc.

A little bit later, Fox, evidently realizing they had a fine family attraction and realizing the potential, announced a plan very similar to that outlined above, and they've even gone further. They've reversed the usual policy of playing the large cities first and then the smaller communities and want to see how fast the word can spread from country to the city.

The off-beat merchandising campaign was revealed at a special briefing at the Fox home office by company vice-president Charles Einfeld and his department heads. With its theme of faith and love appealing to the whole family, the campaign includes tailor-made radio spots to be delivered by local personalities, a song entitled "God Is My Partner," recordings by artists that appeal in small town areas, a tour of Hovie Lister, who is an ordained minister and who will tour the south in connection with the film, special advertising paper that pushes the film as a family entertainment, etc.

The Martin and Thompson Circuit in the south is high on the film, with special screenings scheduled, a special portable theatre front, extensive use of one, three and six sheets, ballyhoo trucks, sidewalk stencils, etc., included in their planning for promoting the film.

Einfeld estimated that the investment on the film with prints and advertising should come to a half a million, and he expected that with the aforementioned campaign a million to a million and a half could be realized domestically. He opined that if a theatremen goes to work with the film and the tools provided, he can gross proportionately as much as with a bigger film and with more profit resulting.

Alex Harrison, general sales manager, thought that this film answered the need for small town pictures and illustrated that not all pictures are made for the Radio City Music Hall and that the smaller theatres are thought of by Fox. The campaign and the distribution plan showed that the company also recognized the need for a variance in the method of distribution of some of its product.

### Warners Expands TV Activity

NEW YORK—The immediate launching of a \$15,000,000 television films production program for the coming year and the early completion of a \$1,000,000 building program to accommodate its rapidly expanding television activities is announced by Jack L. Warner, president, Warner Brothers.

# Wisconsin Exhibs Protest Print Shortage As Ruinous To Sub-Runs

## Atlas Largest Outside Stockholder In Disney

NEW YORK—It was revealed last fortnight in the annual report of Atlas Corporation that the investment company now has reestablished its position as largest holder in Disney Productions, outside the Disney family. This was done by an arrangement with three charitable foundations under which Atlas is exchanging 510,000 new shares of its common stock, cash and other considerations for some \$14,650,000 in securities and assets held by the foundations.

Atlas' holdings in Disney will now represent 26.6 per cent of about 1,500,000 shares outstanding, plus 153,553 warrants retained when the shares were sold last year.

The 510,000 new Atlas shares to be listed on the Exchange will bring Atlas' total shares outstanding to 14,469,068.

## Burlesque To Films; Carman Still Raided

PHILADELPHIA—The Carman, previously raided for staging an allegedly "obscene" burlesque show, was again visited by police last week and ordered to stop showing the film, "White Slavery," which was just rounding out a week's engagement in what was claimed as its "pre-Broadway world premiere." No arrests were made.

The police acting as censors were reported to have received complaints on the showing of the sensational-sounding film, which is of the exploitation type but of documentary nature. It was made in Tangiers by cameraman Michael Steel and is an alleged authentic expose of white slave activities.

The film is a release of Eden Distributing Company, New York City, handled in the local area by independent distributor Jack Weiss.

This marks one of the few times police action resulted from a film showing here since the abolition of state censorship several years ago.

### TV Films Boost "Vikings"

NEW YORK—A series of documentary films, designed specifically as five minute, quarter-hour, and half-hour featurettes for television, are being filmed in Bergen, Norway, in connection with Bryna Productions multi-million-dollar production of "The Vikings," a United Artists release. The TV reels are part of an ambitious documentary program.

### Rosenberg Signs With MGM

NEW YORK—Joseph R. Vogel, president, Loew's, Inc., announces the signing of a long-term contract with Aaron Rosenberg for the production of a group of major films to be made for MGM by Rosenberg as Arcola Pictures, Inc.

MILWAUKEE—The Wisconsin Emergency Defense Committee, headed by Ben Marcus, chairman, held a protest meeting last week pertaining to the abandonment of regular and orderly established availabilities of motion pictures to the subsequent runs of the city by the distributors. Attending were representatives of some 40 theatres coming in this classification.

A resolution claims that this distribution system is "destructive" and "contributing toward the economic collapse of the city's subsequent run theatres and a steady deterioration of their economic position which will ultimately result in complete financial disaster."

Unless "orderly and regular availabilities are re-established for the subsequent run theatres," the resolution continues, "the exhibitors will be forced to find it necessary to eliminate the showing of all motion pictures which will not be made available to the subsequent run city exhibitors on regular availability by Aug. 1."

Marcus stated, "The unreasonable delay in making pictures available to the subsequent run theatres after first run seriously affects the boxoffice potential of such productions, in that the momentum of public interest created by national and local first run advertising campaigns is unduly and unnecessarily dissipated resulting in huge attendance losses to the subsequent runs. The whole problem results from the false economy practiced by the distributors in not supplying an adequate number of prints, which if not corrected, will ultimately boomerang to the detriment of the distributors by accelerating the closing of many more subsequent run theatres."

### Para. Overseas Shifts

NEW YORK—Key overseas management shifts in two Paramount International divisions were set to take place early this month, according to James E. Perkins, executive vice-president of Paramount International Films, Inc.

R. L. Graham, the company's top representative in Argentina since June, 1950, leaves Buenos Aires to become managing director for Paramount in Australia and New Zealand. His successor in Buenos Aires will be Hugo Stramer, until recently general manager in Argentina for RKO.

Remaining in the post of division manager for Australia and New Zealand, is Clay V. Hake, who has been on temporary leave from that top post so that he might serve as coordinator for overseas sales and distribution of Cecil B. DeMille's production of "The Ten Commandments." He is presently in Europe in this connection.

### Biondo Joins Continental

NEW YORK—James Biondo, free-lance motion picture publicist, has joined Continental Distributing, Inc., as temporary assistant to Sheldon Gunsberg, director of advertising and publicity.

Biondo will assist on the New York and national campaigns for Continental's current and forthcoming releases.

# Studios Plan Active Participation In All Boxoffice Building Efforts

NEW YORK—Hollywood studios plan active participation in the industry's campaign to build theatre attendance, Clarke H. (Duke) Wales, secretary of the studio publicity directors committee, has advised the MPAA advertising and publicity directors committee.

At a meeting of the eastern committee last week at the Harvard Club, which was also attended by representatives of COMPO, TOA, MMPTA, and ITOA, Wales reported that a meeting of the studio committee was held at which time suggestions for the studios' active participation in the industry effort were discussed.

Wales emphasized that the studio publicity heads were intent on putting all of their resources in personnel and glamor at the service of the campaign. Hollywood, he said, is convinced that all activities should be focused on one prime objective—increased attendance at theatres.

"Our thinking," he said, "is to devise plans which will strike at the grass-roots of the country and have direct connection with the local theatres."

Abe Montague, who represents the Motion Picture Association on the COMPO governing committee of three, urged that the business-building campaign, now embraced in the approved 11-point program, proceed, and also urged that there should be no delay in considering plans to expand the original 11-point program which has been approved. He expressed the opinion that the industry should start now thinking beyond the 11 points, and begin writing "the second chapter" in the continuing business-building campaign. As a result, Roger E. Lewis, presiding as chairman, eastern advertising and publicity directors committee, appointed a committee headed by Oscar A. Doob and Charles E. McCarthy to start in motion the "second chapter" planning.

Doob and McCarthy arranged to meet immediately to explore preliminary plans involving both Hollywood ideas and also other projects that have been urged by exhibitors as part of the overall program. Doob and McCarthy were instructed to call on whatever industry personnel may be necessary to assist them. Advertising and publicity men from important theatre groups outside of New York will be called on for suggestions and advice, it was stated.

Ralph Hetzel, vice-president of the MPAA, said indications were that the first reports of the industry survey being conducted by MPAA would be available about Sept. 1.

Others present at the dinner meeting included Sid Blumenstock, Rodney Bush, Philip Gerard, Gilbert Golden, Paul Lazarus, Jr., Si Seadler, Dan Terrell, Lars McSorley, Joseph Alterman, D. John Phillips, Ernest Emerling, Harry Mandel, Harry Brandt, Morton Sunshine, Kenneth Clark, and Gordon White.

## Writers Sue Lippert

HOLLYWOOD—The Writers Guild of America, West, last week filed a breach of contract suit against Lippert Pictures, Inc., in Federal Court here.

## Top Chest Physician Is Will Rogers Fellow

NEW YORK—Dr. Edgar Mayer, medical advisor to the board of Will Rogers Memorial Hospital and Research Laboratories, announced last fortnight that Dr. Israel Rappaport, M.D., F.C.C.P., will become a Fellow Researcher at the Hospital.

Dr. Rappaport will transfer his present continuing research project to the laboratories at Will Rogers where he will concentrate especially on pulmonary emphysema in general and the aging lung in particular.

## U-I Promotes Evans

NEW YORK—The promotion of Jerome M. Evans to the newly-created post of eastern promotion manager for Universal as part of the company's program of expanding its executive advertising and publicity personnel to meet its increasing promotional activity, was announced last week by Charles Simonelli, eastern advertising and publicity manager.



JEROME M. EVANS Evans has been associated with Universal for the past 12 years, handling commercial tieups, national promotions, and supervising the preparation of promotion manuals for exhibitor use. Two years ago he also assumed the additional duties of television and radio promotional activities.

## The New York Scene (Continued from page 7)

S.S. Constitution for their forthcoming "An Affair To Remember" because the vessel is prominently featured in the film, that all of a sudden they were deluged with calls and requests for tickets to the event, which was to include a buffet, meeting Cary Grant and other celebrities, and a screening of the film in the ship's theatre. He didn't know there were that many people employed in the fourth estate, and many had to be turned down because they could only accommodate 300.

Producer Jerry Wald and director Leo McCarey assisted Grant in the welcoming, while Ed Sullivan and other TV cameras recorded the event as did reps of the various radio shows and stations and newspaper and magazine photographers. The consular staffs of France and Italy were represented, as was the glamour world, with loads of stars and celebs in attendance.

THE METROPOLITAN SCENE: Did you know that John Ford filmed "The Rising Of The Moon" in Ireland where Old Bushmill's Irish whiskey has been produced for centuries? At least that's the notation that was attached to a tiny miniature bottle of the stuff that walked in with a messenger attached. . . . The 30th anniversary summer festival of the New York Paramount Theatre was launched with the popular priced premiere of Warners' "Band Of Angels" last week. Good ol' C. Gable still gets a twitch from the mature gals. . . . Exhibitors, government officials, press, and some celebs showed up the other evening for the special invitational preview of "Man Of A Thousand Faces" at the RKO 86th Street. It was soundly applauded and deserved it. . . . Irving Sochin, Rank's American sales manager, is going out on a limb for "Italian Souvenir" which isn't even ready for distribution here, and he predicts it will come off real big. Sez he, "We are playing our pictures in commercial theatres and drive-ins and our grosses are matching any of the American pictures which are currently playing." We personally wonder whether Rank knows how good a man they have in Sochin, who seems to be doing a tremendous job pioneering in many instances. . . . Bigger press-books are out on "Affair To Remember," "Hatful Of Rain," and "Fire Down Below."

## Saturation Openings For Rank Double Bill

NEW YORK—Rank Film Distributors of America launched a comprehensive promotional campaign last week in New York metropolitan area newspapers in conjunction with the 58 Vim Stores to back up the multiple first-run opening on July 31 of the Rank Organizations' "Value For Money" and "Out Of The Clouds" in 20 theatres, it was announced by general sales manager Irving Sochin.

Sochin, in announcing the saturation bookings, said that the campaign is highlighted by the tieup with Vim Stores—the first such tieup in the history of the motion picture business.

The promotional tieup was started with one to four page advertisements citing "Value For Money" in New York, Long Island, Westchester, and New Jersey papers. These advertisements will run throughout the entire month.

Supporting the newspaper concentration will be radio and television spots, special window displays, streamers, cards and lobby displays, counter cards, life-size cutouts, etc.

All Vim stores and the theatres presenting the Rank Film Distributors dual program will stage local neighborhood contests for free portable radios and autographed photographs of Diana Dors.

The RFDA general sales manager said that in the New York exchange area theatres which will present the double program of "Value For Money" and "Out Of The Clouds" are The Art or The Eighth Street, Beekman, Heights, Symphony, Gramercy, and Embassy, 72nd Street, Manhattan; Valentine, Bronx; Patio, Brooklyn; Mayfair, Flushing; Austin, Kew Gardens; Little Neck; Center, Sunnyside; Pix, White Plains; and Bellevue, Montclair, N. J.

Additional theatres are expected to be added to the saturation opening between now and the July 31 opening date, he said.

## Canadian Exhibitor Stirs Teen Interest

PHILADELPHIA—Jim Cameron, Capitol, Fort William, Ontario, Canada, has been named this month's SHOWMANSHIP SWEEPSTAKES \$100 prize winner for his entry on how to set up a teenagers' advisory board and get this age group interested in theatre activities.

The other entries covered a variety of showmanship subjects including an idea for selling some travel shorts; and how to get some benefit out of "sponsored programs."

### WINNING ENTRY

## 'TEENERS ADVISORY BOARD FASHION SHOW

Submitted by Jim Cameron  
Capitol, Fort William, Ontario, Canada  
998 seats • 75 cents top admission  
General patronage.

Famous Players 'Teeners Advisory Board is an enthusiastic and community conscious group of typical Fort William 'teenagers; and consists of the executive of the students councils of our leading senior schools plus 10 working 'teeners to give it wider scope than schools only. Through the Board we reach over 2,500 students.

This board, on which I am honorary chairman and councillor, is strictly a promotion directed towards 'teeners to stimulate interest in and around the theatre. There is not the slightest doubt that it has done just that! Attendance figures this year, despite a definite drop in total attendance, is well up on last year because of their wonderful interest.

Among their many projects developed this year the "capper" was a fashion show titled "Fashion Follies Of '57," a fast-paced, really professional type, one-hour fashion show presented by 30 attractive 'teeners. Unique features of the presentation were that the fellows voted unanimously to be represented, and that it was directed towards all age groups.

Merchant cooperation was wonderful—almost unbelievable. The theatre has no stage so we had to fake an effective stage fashion ramp. The bid from a local contractor was \$357.50; but the cost to our 'teeners board was for labor only—\$35. It was estimated that stage settings would cost \$190. The cost to the board was \$75. Flowers were promoted free. Hair stylings for the 30 girls were also promoted at no cost. And four Charles of the Ritz Italian leather make-up kits were promoted free

### MOTION PICTURE EXHIBITOR

— AWARDS —

**\$100<sup>00</sup> Per Month**

**TO THE WINNER**

OF

**SHOWMANSHIP SWEEPSTAKES**

**YOU, TOO, CAN COLLECT!**

**SEND YOUR ENTRY IN NOW!**

# SHOWMANSHIP SWEEPSTAKES

1957 SERIES

Finalists In Contest No. 15

George Nonamaker

Editor



Loew theatre managers Bob Solomon, Victoria, New York, and Al Weiss, Pitkin, Brooklyn, recently received bachelor buttons from pretty models Pat Funel and Lola Medina at a meeting of the circuit's managers to discuss Loew's Summertime Movie Festival. The bachelor buttons were subtle publicity for United Artists' "The Bachelor Party."

for door prizes. All in all, it is conservative to estimate that to produce the fashion show under normal operation would easily cost \$1,500; but our final costs were negligible.

A highlight of the show was the loan of a Hammond organ free, while the musicians' union came through with a minimum fee of only \$25 for a cooperative organist whose playing certainly enhanced our presentation.

We also got a flat rate of \$50 for at least three times that much professional photos used in lobby displays, etc.

Boxoffice wise our business was up a good third over average; and proof that they came to see the fashion show was that with it scheduled to go on at 8:15 in the evening, people started coming at 8:00 p.m., instead of 9:00 p.m., usual time for second show to start.

Equally important was the results obtained by the cooperating merchants, all of whom were pleased and satisfied and who are looking forward to a next show of its type.

Finally, it can surely be appreciated just what a promotion such as this does public relations wise when the 'teeners turned over their check for \$150, raised by selling \$900 worth of tickets in advance, to a local school for retarded children.

Mayors of two towns and many civic leaders were involved somewhere along the line to make this a 100 per cent effort. It was truly a heart warming and wonderful experience with a tremendous amount of work in rehearsals for green kids to model, etc., for a full six weeks in advance, but every minute was worthwhile; and as stated it all paid off.

### RUNNER-UP NUMBER 1

## "AROUND THE WORLD IN 10 WEEKS"

Submitted by Paul Reynaud  
Capitol, Union City, N. J.  
2100 seats • 90 cents top admission  
General patronage.

This effort to cash in on the value of travel shorts really paid off at our box-office.

The idea was sold as a new trend in vacation travel, "Around The World In 10 Weeks," a vacation right in your theatre seat.

The shorts from Warners, U-I, Paramount, MGM, and British Information Service covered Italy, London, Hawaii, Scotland, Austria, Switzerland, France, Bermuda and the Caribbean.

We had a 40x60 made up listing each country, the arrival and departure of each short. At the cost of about \$30 I built a false front over the entrance to the theatre in our inner lobby. This represented a castle and had cut-out guards standing at attention in front along with other cut-outs. A sign stated that "You are now entering the castle of make-believe. We hope you enjoy our show!"

Air lines and ship lines were contacted for posters of the countries of the shorts booked and these were framed and put on display around the theatre. All drapes and curtains were taken down and replaced with flags of the various countries placed throughout the house. Our big lobby was decorated with gay streamers.

A boat dealer was contacted for a lobby display and he put in an 18-foot speed boat, plus a big display in his showroom for 10 weeks. We were supplied with 20,000 booklets on boats with the name of the theatre stamped in each.

The local music store was contacted and sold on the idea of tying in with Capitol Records, who issued "Capitol's Of The World," a LP album. He arranged with Capitol to furnish us with 50 albums a week for 10 weeks at a cost of approximately \$2,000. The music store also gave us a hi-fi set which was awarded as a grand prize.

A tie-in with a dress store on travel fashions resulted in 10 gift certificates valued at \$50 which were also given away in a contest. And we also promoted from other merchants two bicycles and 24 pairs of roller skates for small fry prizes.

A travel agency came through with 3,000 booklets on Italy which were given away on Italian night; and also gave us a window display.

(Continued on page 20)

# GABLE'S GREAT



He  
boug  
her  
she w  
his

## CLARK GABLE ~ YVONNE

*as the man who took the strange name of Hamish Bond*

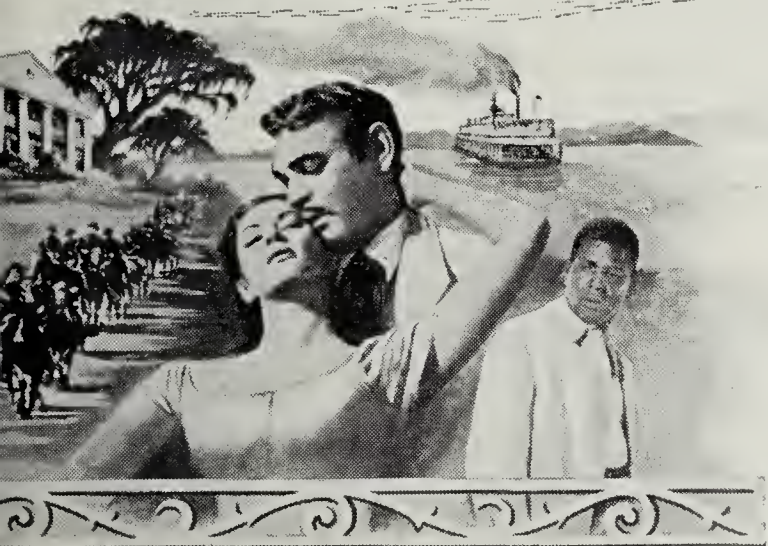
# BAND OF

ALSO STARRING **SIDNEY POITIER** *as Rau-Ru* • IN **WARRIOR**

with **EFREM ZIMBALIST, JR.** REX REASON • CAROLLE DRAKE • PATRIC KNOWLES • TORIN THATCHER • ANDREA

From the Novel by **ROBERT PENN WARREN** • Music by **MAX STEINER**

# BEST IN YEARS!



## GENE DECARLO

...the girl who thought she was a Louisiana belle...

# ANGELS

COLOR FROM WARNER BROS.

Screen Play by JOHN TWIST and IVAN GOFF & BEN ROBERTS

MUL WALSHE



*From the tumultuous scenes,  
the exotic relationships  
and the lush splendor  
of the great best-seller  
by the author of  
'All the King's Men,'  
comes a smashing  
daring motion picture!*



## NEWS OF THE TERRITORIES . . .

### N. Y. Can Censor Pix For Obscenity Only

ALBANY—Motion pictures can be censored in New York State only on the grounds of obscenity, the Court of Appeals held in a four to three decision recently which confirmed a unanimous Appellate Division ruling that the Board of Regents erred in refusing a license to "Garden Of Eden." The Appellate Division held that the controversial film is not indecent.

The majority opinion, written by Judge Charles S. Desmond, stated that a series of U. S. Supreme Court decisions in the last five years have eliminated as grounds for license denial a number of those set forth in the New York licensing law, such as "indecent, immoral, sacrilegious or . . . of such a character that . . . exhibition would tend to corrupt morals or incite crime."

A recent ruling of the U. S. Supreme Court in a Michigan case has "narrowed even more" the permissible range of governmental action, the opinion held further. "Unless the picture be really obscene in the traditional, historic sense of that term, license to exhibit to adults may not be withheld," the opinion said. Judge Desmond said that the word "indecent" had been interpreted in a limited sense, "so that the license denial was unconstitutional."

### COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished

rooms with kitchenette, private bath, from \$6 doily. Two room suites from \$10.50

**SPECIAL MONTHLY RATES!**

Air-conditioning & television available

**Hotel BEACON**

Broadway at 75th St., New York  
Oscar Wintrab, Managing Director

### FOR A QUICK SACRIFICE SALE:

400 UPHOLSTERED SEATS in excellent condition, recently removed from the PLYMOUTH THEATRE, BOSTON.

Call LI 2-4600 or

Write SAXON THEATRE

219 TREMONT ST., BOSTON, MASS.

### "God Is My Partner" Premieres In Atlanta

ATLANTA—The world premiere of 20th-Fox's "God Is My Partner" was to be held today (July 17) in the Thompson, Hawkinsville, Ga., sponsored by J. H. Thompson, president, Martin and Thompson Theatres and also president of Motion Picture Theatre Owners and Operators of Georgia.

Marian Ross, co-starred in the film with Walter Brennan, was to arrive from Hollywood for the occasion, for which a series of festivities were planned. A press luncheon here was to honor her before her departure for Hawkinsville.

### Albany

The obituary of the 45-year-old Grand was written in a two column newspaper advertisement of the demolition company, which offered "hundreds of tons of good usable structural steel" and other materials. . . . Max Westebbe, RKO branch manager until the exchange closed last winter, now is handling independent product. . . . Picketing of Klein Brothers' new Jericho Drive-In was continued by IATSE, Local 324, which seeks to have its members employed there. . . . Emanuel Frisch, board chairman, New York City's Metropolitan Motion Picture Theatre Owners Association, is a management member of the new Minimum Wage Board for the amusement industry. A hearing will be held here. . . . The late Harry W. Lamont bequeathed \$500 to Variety Club's Heart Fund, it was revealed when his will was probated here.

### Atlanta

Gloria Harrison and Jo Knight have been added to the office force at Universal. . . . The world premiere of "Naked In The Sun," by the Empire Studios, Orlando, Fla., was held here in the Five Points simultaneously with that in the Beacham, Orlando. . . . The Ruffin Amusement Company, owned by W. F. Ruffin and his son, W. F. Ruffin, Jr., celebrated its 30th anniversary. The circuit owns 10 theatres in Tennessee. . . . Stella Poulnot, WOMPI International president,

### Segregation Upheld In City-Owned Theatre

DURHAM, N. C.—City Attorney C. V. Jones has ruled that whereas the city cannot maintain racial segregation at any of its publicly-operated properties, it cannot require the Carolina, which leases the city-owned municipal building, to admit patrons on a nonsegregated basis.

Jones pointed out that the Carolina has a long-term lease, negotiated years before the racial issue was raised, and that its operations cannot be controlled by the city.

A group of Negroes recently demanded that the City require the Carolina to end segregation seating because it is located in a city-owned building.

### Golf Tourney Set Back To Boost Camp Drive

ALBANY—To provide a clear track for the dance and entertainment which the "Save Camp Thacher" committee of the Variety Club was to hold at Shaker Ridge Country Club, the 16th annual golf tournament has been postponed until September. The tournament is also staged at Shaker Ridge.

Chief Barker Al Kellert, in a letter to members, explained that the sale of tickets (at \$5) for the dance and the solicitation of advertising for a souvenir booklet was likely to affect adversely participation in the links tournament and attendance at the climaxing dinner. He and the crew therefore decided to push the date for the latter back to September. Comedians Joey Adams and Al Kelly will be an added feature at the dance.

The Albany Times-Union, which has cooperated with Tent 9 since the show business organization undertook in 1941 to finance the mountain summer camp which the Boys' Camp conducted at Thompson's Lake, turned over to Variety a check for \$1002. This represented receipts from a recent subscription drive. Publisher Gene Robb, a Variety member, promised the paper would print the names of all donors to the "Save Camp Thacher" campaign, and would itself accept contributions.

returned from a visit with the WOMPI club in Charlotte. . . . Ray Conner, formerly with the Roxy here, is the new manager, Roosevelt, Miami, Fla.

### Boston

Patric Pictures Company, a subsidiary of Embassy Pictures Corporation, Joseph E. Levine, president, has booked "Walk Into Hell" into 70 theatres in the Cleveland-Cincinnati area, day and date, to be backed by a strong campaign. "Walk Into Hell," which Levine owns for the country, has its national premiere in 200 theatres in New England on July 31. . . . The RKO Building, 122 Arlington Street, which has been vacant since the exchange closed has been leased for two years to the American Meteorological Society. . . . Stanley Kramer's "Pride And The Passion" will be the opening attraction at the newly remodeled Gary, formerly the Shubert-owned Plymouth, renovated at a cost of more than \$250,000 by Benjamin Sack, as his second Todd-AO equipped house in this city. . . . Although the Berkshire Drive-In, Pittsfield, Mass., has been up for sale with negotiations pending, the deal is off and owners Harry Brookner and Louis Kommit are retaining the ownership. Joseph G. Cohen will handle buying and booking. . . . Bill Sullivan, buyer and booker, for Maine and New Hampshire Theatres, was resting at home following hospitalization. . . . Embassy Pictures threw a "surprise" luncheon in the Ritz Carlton Hotel honoring Elinor Hughes, Boston Herald drama critic who was to be married July 14 in Concord, Mass., to David D. Jacobus, of New York.

### Buffalo

Tony Mercurio has resigned as office manager and head booker, Paramount, to

**RODGERS &**

**HAMMERSTEIN'S**

# OKLAHOMA!

in  
**CINEMASCOPE**

**CONTINUES**

**TO MAKE**

**BOXOFFICE HISTORY!**

**RODGERS & HAMMERSTEIN** *present*

# **OKLAHOMA!**

Color by **TECHNICOLOR**

**CINEMASCOPE**

STARRING

**GORDON MacRAE · GLORIA GRAHAME · SHIRLEY JONES · GENE NELSON  
CHARLOTTE GREENWOOD · EDDIE ALBERT · JAMES WHITMORE · ROD STEIGER**

Music by

**RICHARD RODGERS · OSCAR HAMMERSTEIN II**

Book & Lyrics by

**ARTHUR HORNBLow, Jr. · FRED ZINNE MANN**

Produced by

Directed by

**Screenplay by SONYA LEVIEN and WILLIAM LUDWIG**

Dances Staged by AGNES DE MILLE

A MAGNA PRODUCTION · DISTRIBUTED BY 20th CENTURY-FOX



**PLAY IT NOW!**



## "Who's To Determine Obscenity," Wile Asks

COLUMBUS, O.—Taking issue with charges that opponents of censorship within the film industry want "license" and not "liberty," Robert Wile, secretary, Independent Theatre Owners of Ohio, refuted statements made in an article in the June issue of American Legion magazine.

"The real question wholly ducked by the American Legion's article is, Who shall determine what is obscenity? For example, the Catholic Church frowns on any picture which depicts divorce but thinks it is perfectly all right to show a moderate amount of drinking. Many Protestant sects have no compunction about divorce but abhor the use of liquor for any purpose. 'Baby Doll' received attention from the pulpit by Cardinal Spellman, who condemned it in the strongest terms. Dean Pike of the Episcopal Cathedral of New York thought it a very good adult film but strongly condemned 'The Ten Commandments,' which the Catholic Church found suitable for everyone, including children."

Wile said that the article's statement that the Governors of Ohio and Pennsylvania and citizens of those states want censor boards restored with full power "is absurdly out of date." He pointed out that Ohio Governor C. William O'Neill, who opposes censorship, has been the Ohio chief executive since January and that the people of Ohio, "through numerous organizations which represent them," have not only withdrawn their support from censorship, but also "actively oppose it."

"Included in such groups are the Ohio Council of Churches, Ohio Diocese of the Protestant Episcopal Church, Congregational Church, Unitarian Church, Ohio Council of Parent-Teachers Associations, and many others," Wile added.

take over buying and booking for three theatres owned by Alex Stornelli, in Medina, Albion, and Middleport, N. Y. In the latter town, the Stornelli operation is a drive-in. Mercurio will be succeeded at the exchange by John Serfustini, a former Paramount employee who is coming back. . . . Jerry Lewis was in to appear in person on the stage of the Paramount for four performances. E. J. Wall, field representative, Paramount, was in town in advance of Lewis' arrival. . . . The Center is off the local Legion of Decency banned list. The Haven, Olean, N. Y., the Bellevue, Niagara Falls, N. Y., and the Boulevard Drive-In are on it until Aug. 1. All houses on the list occupy the spot for a six-month period.

### Chicago

Pictures examined in June by the police censor board totaled 62, representing 449,000 feet; 15 were foreign. None was rejected, but 13 cuts were made. . . . In accordance with its plan of eliminating houses in the circuit which are in competition with others, Balaban and Katz will discontinue its lease on the Pantheon. The district will be served by its Lakeside. . . . Herbert D. Grove, pioneer theatremanager of Rock Island, Ill., retired as a manager of the Tri-States circuit. . . . Presbyterian church services were re-

### Art Theatre Circuit Acquires Memphis House

CLEVELAND — Edward Shulman, who, with Louis Sher, Columbus, O., operates the Little Art Theatres, Inc., recently announced the acquisition of the 11th house in the growing circuit, the Ritz, Memphis, operated the past three years as an art house by Jack Katz, who is retiring from the industry.

Under Shulman's supervision, the Ritz will be remodeled according to the plan used in the other circuit houses, with elimination of the concessions stand and the introduction of a coffee lounge. The remodeling is being done by Steve Ely, Columbus.

Nelson McNaughton, who is temporarily managing the Heights Art here during the absence of Nicola Jacobellis, will be in charge of the Memphis house.

sumed at the Halsted Drive-In, with 25 per cent more cars. . . . Publicist Herb Krause became the father of a daughter, Claudia.

Mary Whalen, 20th-Fox secretary, was better after surgery. . . . James Frisina, Jr., son of the Frisina Amusement Company buyer, and Jane Lindsay were wed in Taylorville, Ill. . . . Marlene Abruzzo was named secretary to Peter Panago, promotion manager, Alliance Amusement Company. . . . Barney Nagel, former B and K warehouse manager, was named co-manager, Roosevelt and State Lake. . . . Larry Monomie was elected president, Atlas Film Studio, Oak Park, Ill. . . . B and K closed its accessories department. Theatre managers now order supplies from National Screen Service.

Jack Garber, for many years on the B and K publicity staff, is now in that capacity for Hollywood studios. . . . Hugh Borland was named manager, Forest Park, suburban Park Forest. . . . Morris Kahn was appointed manager, Alliance Amusement Company, Kankakee, Ill. . . . Max Herschman, Filmack sales manager, underwent surgery and convalesced at home. . . . Marie Krupa, MGM, was receiving condolences on the death of her mother. . . . The 54 Drive-In, Kankakee, Ill., was opened by the Alliance circuit. . . . Harry Balaban, H and E Balaban circuit, was named chairman, Variety Club's annual golf outing, to be held Aug. 23 at Elmhurst Country Club.

### Cincinnati

July 4, always the biggest day of the summer for attendance, was a washout this year, when a severe wind and rain storm broke about seven p.m. and continued for several hours. Fireworks displays planned at many ozoners had to be cancelled, and numerous drive-ins closed. . . . In were Herbert Steinberg, New York, Paramount public relations, and Duke Hickey, New York, to publicize U-I's "Night Passage" in the Keith. . . . Jerry Lewis was here two days to boost Paramount's "The Delicate Delinquent" in the Albee. . . . The good neighbor policy is exemplified at the Twin Drive-In, where a marquee sign proclaims, "Must See—'Around The World In 80 Days'—Now at Valley Theatre." . . . National Theatre Supply is

installing new sound equipment in the Skyborn, Fairborn, O., Chakeres Circuit unit, and new lighting fixtures in the Trail Drive-In, Ashland, Ky., Frank Nolan, owner. . . . Variety Club staged a moonlight boatride on the Ohio River, featured by dancing, cards, and a midnight supper. . . . Marcella Ollis, formerly with RKO, now is secretary to Lee Heidingsfeld, Buena Vista. . . . Janet Hughes, 20th-Fox clerk, was convalescing from surgery. . . . Charlene Neuhaus, U-I clerk, was married to Gordon Harvey.

COLUMBUS, O., NEWS—Ed Weirick has joined the staff of Loew's Ohio as student assistant manager. . . . George Carmack, operator, Carma, Bluffton, O., has closed the house. . . . Miles drive-ins had a first-run showing of "Let's Be Happy," plus "The Badge Of Marshal Brennan." The circuit's ozoners have been showing an increasing number of first runs.

### Cleveland

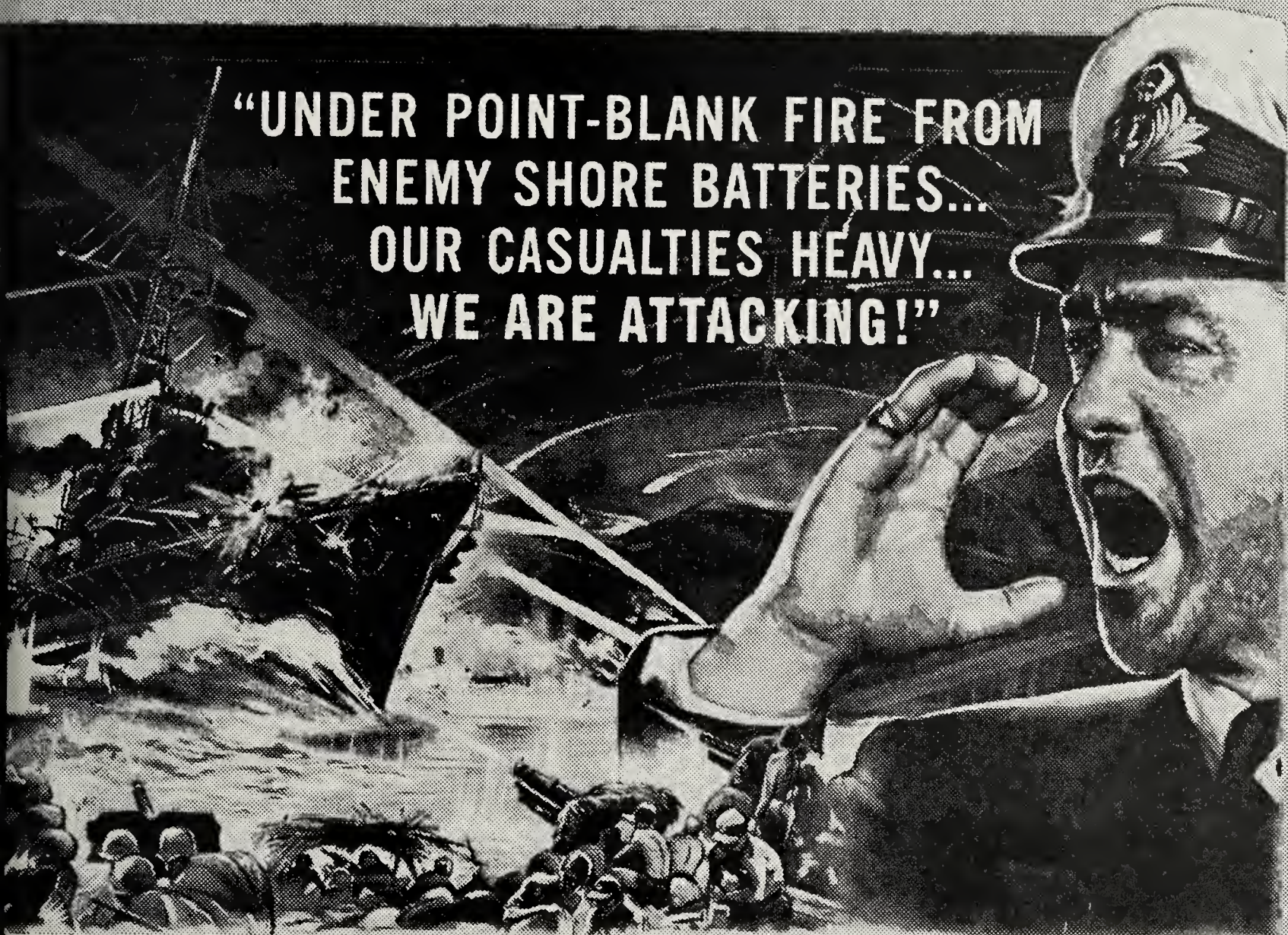
The industry turned out in force to attend the reception given on July 4 to celebrate the 50th wedding anniversary of Mr. and Mrs. Loren Solether, owners, Falls, Chagrin Falls, O. The reception was held at the home of their son, Jim, who is mayor of Chagrin Falls. . . . Marvin Harris notified exchanges that he planned closing the La France, Swanton, O., until further notice. . . . The King here, neighborhood house, is closed for six weeks for remodeling. . . . Bernard Gardner, who recently underwent surgery in a Columbus, O., hospital, is well and again in circulation. . . . Bud Mutchler, National Theatre Supply branch manager, sold a new attraction board to John Gardner for the Riverside Drive-In, Rayland, O. . . . Otto Braeunig, who, in association with Art Goldsmith, opened a DCA exchange in 220 Film Building, was in New York to confer with Sol Schiffrins, Irving Wurmser, and Arthur Sachson. . . . Bill Twig and Joe Rembrandt, distributor and exhibitor co-chairmen, Will Rogers Hospital Drive, held a meeting of branch managers and salesmen in the 20th-Fox screening room. They discussed the Hospital's extension plans and the need of industry cooperation to urge audience collections the week of Aug. 7-14. Mary Lou Weaver, secretary to Twig, Warners branch manager, held the spotlight when she told of her three-year treatment at the Hospital, from which she was dismissed as cured and returned to her secretarial job.

### Dallas

John Rosenfield, amusements editor, Dallas Morning News, since 1925, has given up his post and is now writing a daily column for the paper. William A. Payne, assistant city editor, took over the amusement post. Rosenfield was awarded the 1956 Film Critic of the Year Award in Los Angeles by the Screen Directors Guild. In February, he was hospitalized in New York with a mild heart attack. . . . Harold A. Greenlin is commuting from New Orleans frequently since he purchased the Strand here. Dick Estes has been named Strand manager. . . . Barbara Nichols, featured in United Artists' "The Sweet Smell Of Success" was to arrive to plug the film, to open in the



# Top Theatres Are Playing DCA'S BIG-ONE!



**"UNDER POINT-BLANK FIRE FROM  
ENEMY SHORE BATTERIES...  
OUR CASUALTIES HEAVY...  
WE ARE ATTACKING!"**

- WASHINGTON**  
*RKO Keiths*
- SAN FRANCISCO**  
*Golden Gate*
- LOS ANGELES**  
*State & Egyptian  
and 8 Top  
Pacific Drive-Ins*
- PHILADELPHIA**  
*Mastbaum*
- HOUSTON**  
*Majestic*
- OKLAHOMA**  
*Criterion*
- AUSTIN**  
*State*
- SEATTLE**  
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- MILWAUKEE**  
*Alhambra*
- ATLANTA**  
*Rialto*
- GALVESTON**  
*State*

## "Battle Heli"

Starring  
**RICHARD  
TODD**

**AKIM TAMIROFF · WILLIAM HARTNELL · KEYE LUKE**  
Directed by Michael Anderson · Produced by HERBERT WILCOX  
Screenplay by Eric Ambler · A Wilcox-Neagle Production



*a DCA release*

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Palace. . . . Free autographed photos of Pat Boone were to be distributed to first day patrons of 20th-Fox's "Bernardine" in the Majestic. . . . Raymond Thompson, 33, manager, Jefferson Drive-In, died here in a hospital shortly after a 50 foot fall from the marquee of the drive-in.

**Denver**

"Night Passage" was to be world premiered here in the Paramount today (July 17) with James Stewart and Audie Murphy in attendance, along with several western governors and Ed C. Johnson, former governor of Colorado, who took the part of a telegrapher in the film. . . . Variety Club, Tent 37, will stage its annual golf tournament and picnic at the Lakewood Country Club, which boasts one of the finest golf layouts in the country. The cost will be six dollars per person, which includes swimming, dinner, and dancing, with greens fees extra. . . . Azteca Films has closed its Denver exchange because of the resignation of Fernando J. Obledo, who left to become a salesman for Columbia at San Antonio. Azteca will sell and book films for the Denver territory out of San Antonio, but the inspection and shipping will continue to be done in Denver by Dimension Pictures.

**Houston**

James Stewart was expected to be here this week in conjunction with the opening of "Night Passage." . . . It was a son for Mr. and Mrs. Alvin Giggenheim; he's manager, Yale and Broadway. . . . Jack Parr, owner, Trail Drive-In, staged two benefits to aid victims of Hurricane Audrey at Cameron, La. All patrons who brought canned goods, or clean used clothing, were admitted free. . . . All the finalists in the "Miss Houston" contest, which will be judged by Jerry Lewis, will be seen on the stage of the Metropolitan. Lewis will sign the winner to appear in one of his films. . . . Paul Chapman, Paramount salesman, was promoted to salesman to handle Dallas and Houston. . . . The trial of Harry McHaffie, manager, Avalon Art, over possession of the film "Mated," has been postponed. The picture, considered to be of a medical nature, was called "lewd and lascivious" by police, who seized the film and arrested McHaffie and his assistant manager. They were released on approximately \$1,000 bond.

**Jacksonville**

Theatre men from all sections of Florida gathered here for a day-long session in the Hotel Roosevelt to hear

**Twin City Exhibitors Form Own Organization**

MINNEAPOLIS — Independent exhibitors in the Twin Cities and suburbs who had been meeting informally for some time, have organized formally and will operate as a special division within the Exhibitors Trade Association, formerly North Central Allied.

Martin Lebedoff, Capitol, St. Paul, is president; Mike Engler, Hopkins, Hopkins, Minn., vice-president; and Henry Greene is secretary and treasurer, a position he also holds with ETA.

The new group will confine its activities to handling problems which are limited to the Twin Cities and its suburbs, such as labor relations, availabilities, and the like, Lebedoff said.

how the newly-broadened Florida three per cent sales tax will affect concession sales. B. B. Garner, Lakeland, president of the Motion Picture Exhibitors of Florida, called the meeting, and the main speakers were LaMar Sarra, Florida State Theatres vice-president, and Ed Straughn, Tallahassee, State Comptroller's office. It was explained that candy and popcorn sales of 25 cents or less are still exempted from the tax but that other theatre food sales of 10 cents or more are affected by the tax. . . . Louis Pauza, 20th-Fox booker, and Mrs. Pauza became the proud parents of a son. . . . C. O. Jeffrey, MPA district manager, came in to attend a sales meeting. . . . Thomas P. Tidwell, 20th-Fox branch manager who recently returned from a tour of the Will Rogers Memorial Hospital, spoke to exhibitor and distributor groups on behalf of the coming Will Rogers Drive.

**Minneapolis**

"Around The World In 80 Days" opened in the Academy with a gala premiere. The completely renovated house includes new lounges and lobby changes, installation of a new triple-unit, 60-ton air conditioning system, new projection booth, remodeled and redecorated lobby and foyer, new boxoffice, six-track Todd-AO sound system, and new red and white seats. The boxes in the theatre, which ranged to three levels, were removed to

**Minneapolis Court Hears Last Anti-Trust Action**

MINNEAPOLIS—The Federal District Court calendar here shortly will be cleared of the last anti-trust treble damage action which was filed following the signing of the consent decree a decade ago.

A suit brought by Abe Kaplan and Charles Rubenstein, operators, Hollywood, will be called for trial before Judge Gunnar H. Nordbye on Sept. 4, according to Lee Loevinger, counsel for the plaintiffs.

Kaplan and Rubenstein are seeking \$500,000 triple damages, claiming that the Hollywood was discriminated against in booking and playing position by major film companies and theatre circuits.

# The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (JULY 17)

- Registering grosses in the highest brackets.
- Just fair, nothing out of the ordinary, average
- Good, although not breaking down the walls.
- Disappointing, below what was expected.

THE D.I. (Warners)		MAN ON FIRE (MGM)	
ISLAND IN THE SUN (20th-Fox)		SOMETHING OF VALUE (MGM)	
THE PRINCE AND THE SHOWGIRL (Warners)		GUNFIGHT AT O.K. CORRAL (Paramount)	
THE PRIDE AND THE PASSION (UA)		THE TEN COMMANDMENTS (Paramount)	
SWEET SMELL OF SUCCESS (UA)		THE LITTLE HUT (MGM)	
LOVE IN THE AFTERNOON (AA)		TAMMY AND THE BACHELOR (U-I)	
THE DELICATE DELINQUENT (Paramount)		JOHNNY TREMAIN (Buena Vista)	

### Conn. Theatre Unit Sets Golf Tournament

HARTFORD, CONN.—The Motion Picture Theatre Owners of Connecticut annual golf tournament has been slated for Aug. 27 at the Racebrook Country Club, Orange. Harry Feinstein, Stanley Warner zone manager, and George H. Wilkinson, Jr., owner, Wilkinson, Wallingford, and MPTO president, are co-chairmen.

Among those serving on committees are James Bracken, James Darby, Ted Jacocks, Harry F. Shaw, Max Hoffman, John Perakos, Henry Germaine, Alex Schimel, Lou Brown, Albert M. Pickus, and Irving Mendelsohn.

Sam Weber, 39 Prout Street, New Haven, again is serving as treasurer. Checks for the day's tariff, which includes lunch, golf, and dinner at \$12.50, should be addressed to him.

give better lines and improved acoustical quality. Changes have reduced the seating capacity from 1,500 to 850. Liebenberg and Kaplan, Minneapolis theatre architects, planned and supervised the job. . . . Dorothy Lukes is the new contract clerk and Marjorie Valle is the new stenographer, Columbia. . . . Theatres which have closed recently include the State, Caledonia, Minn.; Finlay, Finlay, N. D.; Park, Bellingham, Minn.; and Family, North Branch, Minn. In addition, the Granada, Sioux Falls, S. D., closed for the summer. . . . Leo Adler, UA home office auditor, was in.

### New Haven

HARTFORD, CONN., NEWS—Lou Brown, advertising and publicity chief, Loew Poli-New England Theatres, was elected first vice-president, New Haven Advertising Club. . . . B. E. Hoffman, Connecticut Theatres Circuit, was honored by the New Haven State of Israel Bonds committee at a recent dinner there. . . . Rube Lewis, veteran stage manager, Loew's Palace, and business agent, Local 84, IATSE, is retiring during the summer. A testimonial dinner has been slated for July 18. . . . M and D reopened the long-shuttered Middlesex, Middletown, Conn.

### New Orleans

Bob Bixler, Paramount field representative, was here to make arrangements for the personal appearance of Jerry Lewis, to launch "The Delicate Delinquent" in the Saenger. . . . Loew's State assistant manager George LeBlanc re-

signed. He is succeeded by Charles M. O'Dell, who previously held the post. . . . Frank Hayward, formerly with Loew's State, now is with the WSMB mobile news unit. . . . H. G. Proffit, Jr., assumed ownership of the Joy Drive-In, Monroe, La. . . . A bomb scare interrupted the show in the Paramount, Jackson, Miss., for half an hour. . . . Nerry Comeaux new owner, Teche, St. Martinsville, La., planned to reopen the house last week. He acquired the situation from Joy's Theatres; buying and booking will be done by J. J. Broggi. . . . Betty Wire, formerly with 20th-Fox, now is office manager, Don Kay Enterprises.

### New York

Cal Amusement Corporation has added the Rivoli, 1500 seat Newark, N. J., house, to their metropolitan area circuit. The lessor was Ferry Holding Company. Berk and Krungold, theatre realty specialists, negotiated the long term lease. . . . The New York Paramount launched its 30th Anniversary Summer Festival in honor of the 1927 opening of the house. . . . The following managerial shifts at Loew's Theatres, Inc., took place in the metropolitan area: Frank Doherty, manager, Loew's 116th Street, to Loew's Brevoort; and Joseph DiRoberto, manager, Loew's

## Film Exchange and Dealer Listing for the PITTSBURGH FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

### • Film Distributors

#### ALLIED ARTISTS, 1709 Blvd. of Allies—ATLantic 1-2202

Br. Mgr.: Dave Silverman. Office Mgr. and Booker: Warren Wurdock. Sales: William Scott, Bert Freese. Cashier: Helen Garlitz. Emerg. Phone: None.

#### BUENA VISTA, 402 Miltenberger St.—ATLantic 1-9911

#### COLUMBIA, 1623 Blvd. of Allies—ATLantic 1-0808

Br. Mgr.: Jack Judd. Office Mgr. and Booker: Margaret McArdle. Sales: Frank Silverman, Saul Perilman. Booker: D. McArdle. Cashier: Mary Laird. Emerg. Phone: HA 1-3444.

#### EXPLOITATION PRODUCTIONS, 402 Miltenberger St.—ATLantic 1-5426

Br. Mgr.: Edwin F. Prizer. Office Mgr. and Booker: Antoinette Daniel.

#### METRO-GOLDWYN-MAYER, 1623 Blvd. of Allies—ATLantic 1-6690

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#### PARAMOUNT, 1727 Blvd. of Allies—ATLantic 1-9270

Br. Mgr.: Eugene Jacobs. Office Mgr.: A. H. Passarrell. Sales: Robert Caskey, P. DeFazio, H. Henderson. Bookers: John Waloney, Walt McCloskey. Cashier: Peg O'Cannell. Emerg. Phone: LOcust 1-7439.

#### REPUBLIC, 1709 Blvd. of Allies—ATLantic 1-4858

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#### SCREEN GUILD 415 Van Braam St.—ATLantic 1-1630

Br. Mgr.: Milt Brauman. Sales: Ike Sweeney.

#### 20th CENTURY FOX, 1715 Blvd. of Allies—GRant 1-3572

Br. Mgr.: Nat Kasen. Sales: C. C. Kellenberg, Irvina Stein, Elliah Lagaze. Bookers: O. J. Bayle, Rhea Kramer, Jack Ellstrom. Cashier: Rae Miller. Emerg. Phone: TUXedo 2-0853.

#### UNITED ARTISTS, 1623 Blvd. of Allies—GRant 1-8960

Br. Mgr.: James Hendel. Office Mgr. and Booker: Jane Patterson. Sales: Sam Milberg, Hyman Wheeler. Booker: Jack Weltner. Cashier: Ann Mottey. Emerg. Phone: JA 1-7917.

#### UNIVERSAL, 1825 Blvd. of Allies—COURT 1-6704

Br. Mgr.: Francis Guehl. Sls. Mgr.: Peter Quiter. Office Mgr.: Bill Probst. Sales: Maurice Silberberg, Milton Ripp. Bookers: Jimmy Ley, Howard Burrell. Cashier: Albert Lostetter. Emerg. Phone: FA 1-4368.

#### WARNER BROS., 1801 Blvd. of Allies—GRant 1-1857

Br. Mgr.: Jack Kalmenson. Office Mgr.: Joe Rast. Sales: Larry Caretti, Joe Wayne. Bookers: May Weir, Ann Simon, Tam Zelans. Cashier: Jay Angle. Emerg. Phone: PENhurst 1345.

### • Supply Dealers

#### ALEXANDER THEATRE SUPPLY, 84 Van Braam St.—EXpress 1-0777

#### ATLAS THEATRE SUPPLY, 402 Miltenberger St.—GRant 1-4281

#### NATIONAL THEATRE SUPPLY, 86 Van Braam St.—GRant 1-4630

### • Screen Trailers

#### NATIONAL SCREEN SERVICE, 1630 Blvd. of Allies—ATLantic 1-1808

Br. Mgr.: Perry S. Nathan. Sales: James Johnson, Charles Dartic.

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#### LEVIANT PRINTING, 70 Van Braam St.—GRant 1-5786

#### NATIONAL SCREEN SERVICE, 1630 Blvd. of Allies—ATLantic 1-1808

#### PITTSBURGH POSTER, 425 Van Braam St.—GRant 1-6780

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#### KALLY—PE 1-6734

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A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Watch for them!

**NEXT!**

**Kansas City Territory**

Issue of July 24

**San Francisco Territory**

Issue of July 31

Save them!

## Showmanship Sweepstakes

(Continued from page 11)

The stunt drew plenty of attention and word-of-mouth to the big lobby display and the extra emphasis we placed on our travel shorts, which were shown in addition to our regular double feature programs.

We honestly think as a result of our effort that shorts can pay off when sold in a big way. Our cashiers reported interest of patrons concerning the travel shorts on telephone inquiries, etc.

## RUNNER-UP NUMBER 2

### EVERYONE BENEFITS FROM BENEFITS

Submitted by Otto Settele  
See-More, Seymour, Wisc.

460 seats • 50 cents top admission  
Small town and rural patronage.

By arranging "sponsored programs" or good old-fashioned benefits, with the church, school, service and women's clubs and other organizations in our town, we not only offset a drop in patronage; but turned midweek play-time into midweek paytime. In half a dozen cases this procedure tripled attendance at our theatre and doubled the gross.

A canvass was made to ascertain which groups were interested in money making activities and, incidentally, to find out which were holding them in more or less direct competition with the theatre for patronage. The two-fold object was to not curb their money raising efforts but

to direct it toward rather than away from the theatre.

The local high schools with their various classes and club groups proved to be the most active source. The canvass showed some dozen classes and associations interested in increasing their treasuries. Most groups ranged from 75 to 100 students in membership.

All were offered the same plan which called for their sponsorship of a movie program at our theatre, a benefit if you will, with 40 per cent of the receipts going to the sponsors. The theatre paid for the special benefit tickets, and regular contracts were drawn up to cover the sponsored shows.

The only things specified in the contract was the dates of the benefit; films to be shown; number of tickets; percentage agreed upon (40 per cent in all cases); specified date of settlement (usually three days in advance of playdate), with all unsold tickets returned at this time.

Advertising the "sponsored program" is a simple thing as you have the entire membership of the sponsoring group acting as salesmen pushing ticket sales and talking up your playdate. It is possible for the group to appoint a publicity committee, who will readily be able to get window cards spotted in top locations such as at the schools, in the business and shopping sections, etc.

Incentive may be given to the sale of benefit tickets by offering a few passes to the highest sellers in the group.

Some of the groups reached and whose "sponsored programs" proved successful were the girl's athletic association, the future homemakers of America, the jun-

ior class, senior class, sophomore class, and the young ladies' sodality. Each resulted in the theatre grossing over \$100 from the extra sale of tickets—money we are positive we would not have obtained if we had not had the impetus of the benefit sales.

One important thing to remember if trying this benefit plan to boost business is to make sure you limit the number of seats sold by the cooperating group to at least 150 less than your theatre capacity so that you will have that many seats available for the general public at all times. It is never wise to sell out your entire theatre and have to turn away drop in patronage. In our case, we always limited our benefit tickets to 300 per night, which left us with 160 seats to sell at our boxoffice at, of course, our regular price and with none of this money going into the benefit split.

## RUNNER-UP NUMBER 3

### "MAGIC FIRE"

Submitted by Jim Fraser  
Auditorium, Red Wing, Minn.

925 seats • 75 cents top admission  
General small town patronage.

In these days of product scarcity, I believe that every decent film should be used if it has even the remotest chance of doing business.

I am situated in a town that ordinarily stays clear of anything "classy" or "arty" in screen entertainment.

However, in our theatre we occasionally bring in a community concert from New York. These concerts are sold in advance

# RED HOT

## COLUMBIA'S "FIRE"

## OPENING ENGAGEMENT

...and watch those box-offices blaze

through season tickets. This gave me an idea of forming some sort of "Art Cinema" group and selling a group of art films on the same basis.

I haven't got around to this, for one reason or another, but the same general idea tipped me on how to handle Republic's "Magic Fire," which is the life of composer Richard Wagner.

I took our concert mailing list and sent each member a special letter telling them about the picture . . . filmed on actual locales, featuring Wagner's immortal music; color, etc., etc. And I told them that it was an experiment and if its showing was successful more films of equal calibre would be shown.

As a gimmick we made it a one-day showing with two evening performances. Another gimmick was adding 10 cents to the cost of each ticket over the cost of a regular movie . . . "to enable us to bring you this grand entertainment."

We ran "Wedding In Monaco" along with it for a really high class program. The results were far better than expected and as it was done on the deadest night of the week it worked out fairly well. In fact, we intend to repeat the stunt with a different picture in several months.

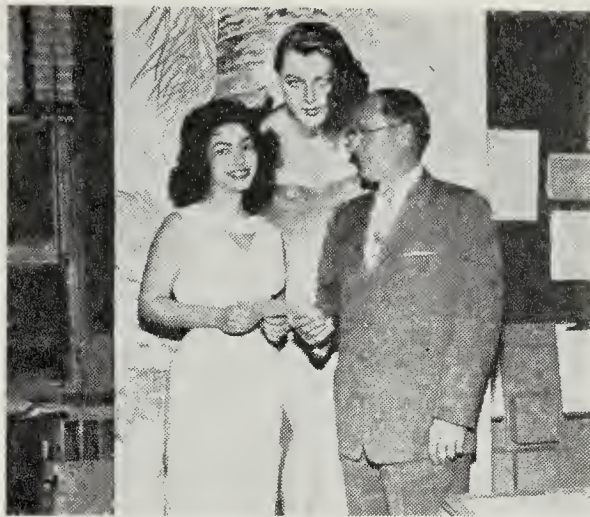
#### RUNNER-UP NUMBER 4

##### "LUST FOR LIFE"

Submitted by James J. Hayes  
Cinema, Buffalo, N. Y.

450 seats • 90 cents top admission  
General, art house patronage.

To publicize our showing of this film



Emery Austin, MGM exploitation head, recently congratulated Rosalie Ascenzi, winner, Ava Gardner "double" contest conducted jointly by MGM and the Capitol, New York, for "The Little Hut."

on the life of Vincent Van Gogh we started things off by arranging for a telephone interview with Kirk Douglas in Hollywood. This paid off with a full column story in the Evening News by Ardis Smith, theatre critic, 12 days in advance of opening date.

For our benefit premiere we went to the Albright Art Gallery and sold them the whole house. They really got behind us on this promotion and formed a committee that went out and sold every available seat for \$2.50. We received our regular 90 cents admission price, while they kept the rest as a benefit for their advisory council. The Gallery loaned us an original Van Gogh for display in the lounge, while arrangements were made

with a local art dealer to display in the lounge several Van Gogh reproductions. This dealer also gave us a complete window for five weeks.

A 16mm. short, "Darkness Into Light," which gives an account of how the film was produced, etc., was shown to all art classes at Buffalo Teachers College, and the students were required to write a paper on "Lust For Life." We also showed the short to the art classes at the University of Buffalo, Canisus College, and to a large group of high school art teachers, who recommended it to their students. Ads were taken in the college papers.

The local library was contacted and we had a large display in the lobby and reading room of the main branch. In addition, we had a special 11x14 card made up by the sign shop, which was put on display in each of the library's 20 branches.

Newspapers were most bountiful with space on this film with the Courier Express giving a pictorial preview in their roto section

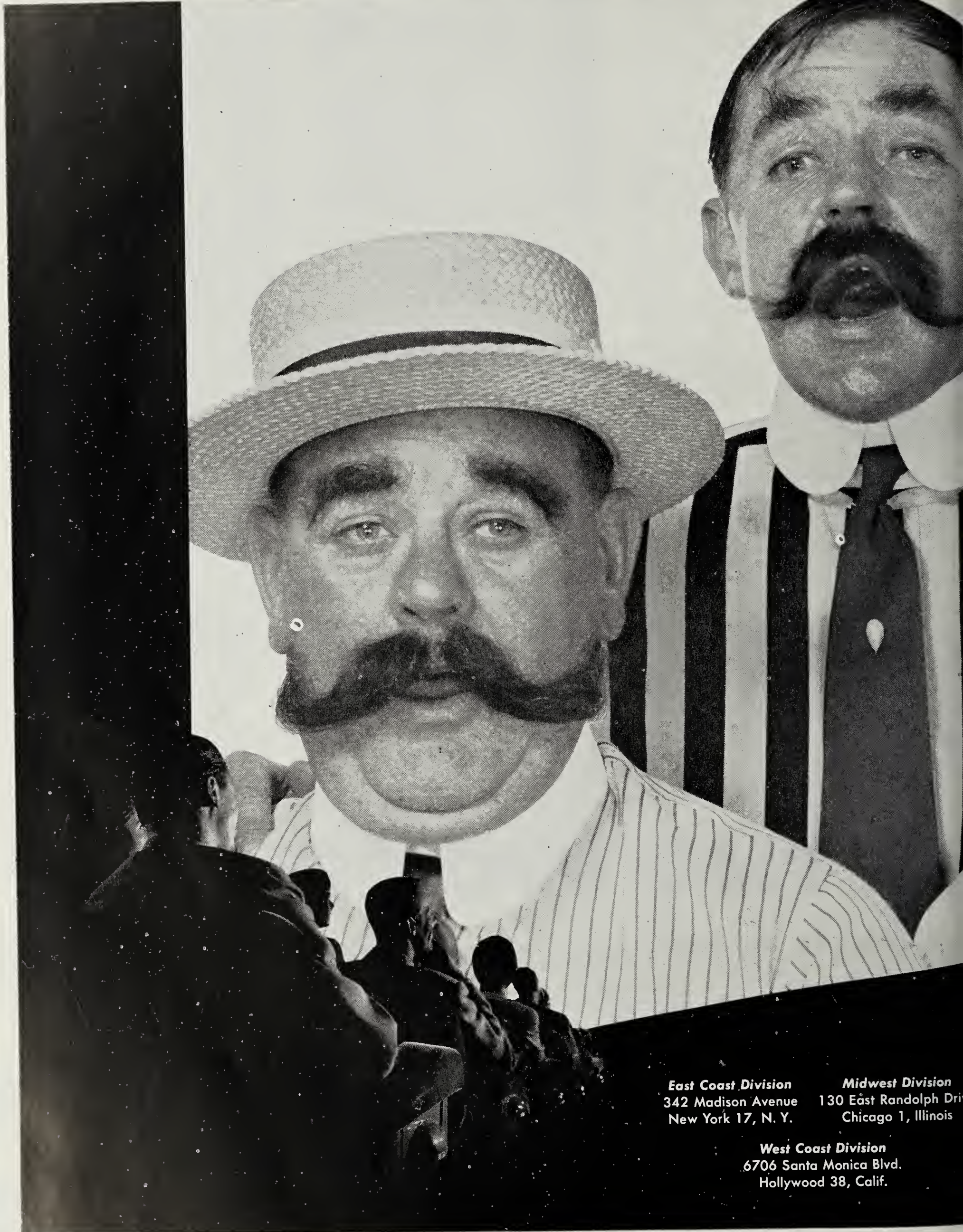
Just prior to this engagement we activated our "student cinema guild" and conducted a drive for new members. Guild members receive the benefit of a reduced admission at all times. Membership cards were available for the asking at the various colleges and at the theatre.

#### AA, Pepsi-Cola Tie-In

NEW YORK—Allied Artists has arranged a major tie-in with the Pepsi-Cola Company to promote Billy Wilder's "Love In The Afternoon."

**IS THE WORD FOR  
DOWN BELOW"  
ITS COAST-TO-COAST!**

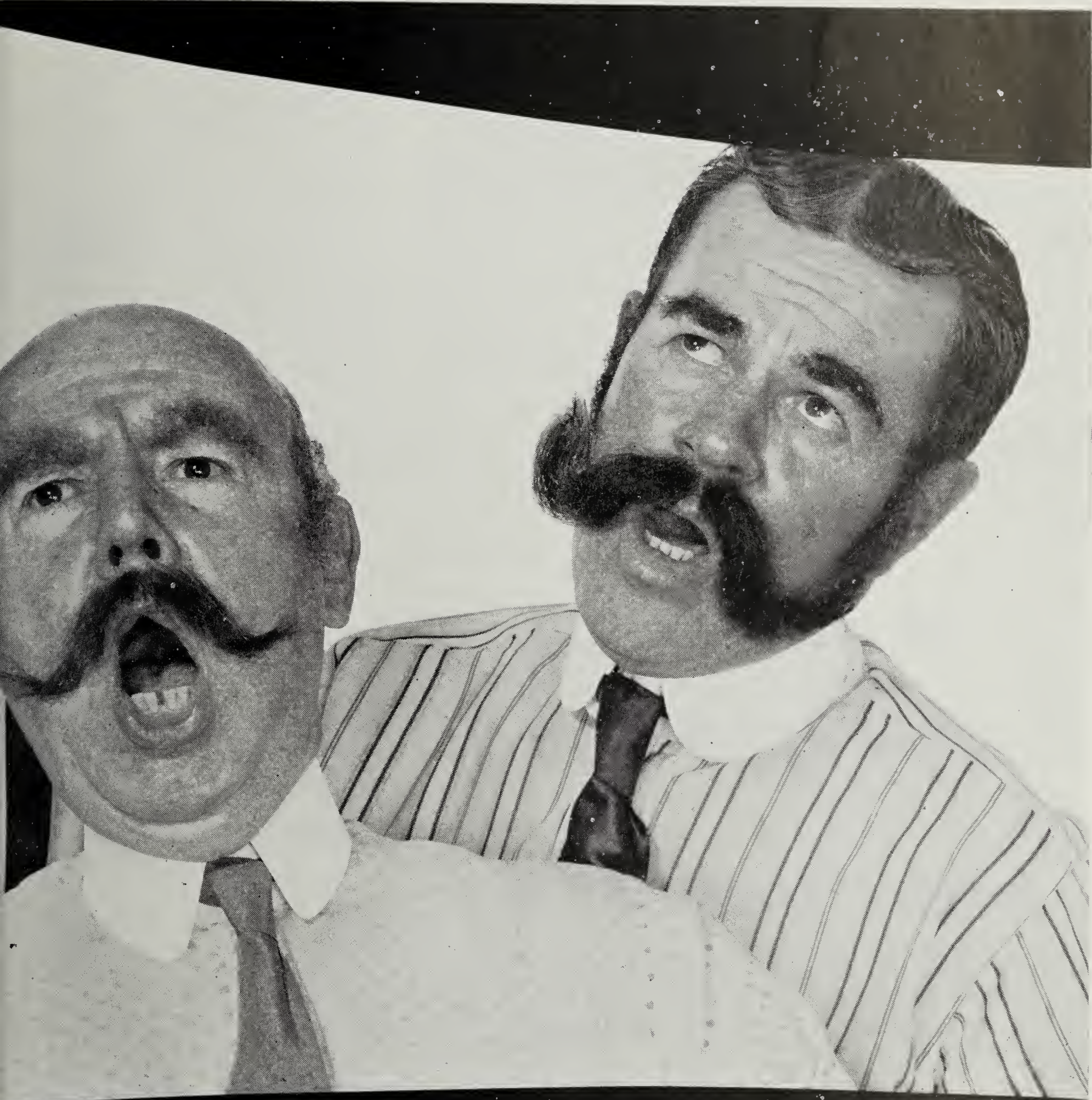
**the hundreds of summer dates still to come!**



**East Coast Division**  
342 Madison Avenue  
New York 17, N. Y.

**Midwest Division**  
130 East Randolph Drive  
Chicago 1, Illinois

**West Coast Division**  
6706 Santa Monica Blvd.  
Hollywood 38, Calif.



## Close harmony . . .

To achieve desired effects on the wide, wide screen requires many talents—working in close harmony! Often, entirely new ideas must be explored. In fact, many of today's most effective technics were developed just this way—through close co-operation with

groups such as the Eastman Technical Service for Motion Picture Film. Offices located at strategic centers. Inquiries invited.

Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

Boulevard to Loew's 116th Street. . . Jack Blum, manager, Loew's Spooner, has been transferred to Loew's Boulevard, while Rene Clairmont, relief manager, has been made manager, Loew's Spooner. Allan Isaacs, manager, Loew's Olympia, has been moved to Loew's 175th Street. Harold McMahon, relief manager, has been assigned as manager of Loew's Olympia. Joseph Epstein, manager, Loew's Grand, has been assigned as relief manager; and Lafayette Woodard, assistant manager, Loew's Rio, has also been assigned as a relief manager. . . Raymond J. Malone, 42, manager, RKO Alden, Jamaica, L. I., died at Jamaica Hospital after a long illness. He is survived by his wife, two sons and a daughter. He joined RKO Theatres in 1934.

### Omaha

The Lincoln, at Lincoln, Neb., reopened recently after having been shuttered for

six weeks for extensive remodeling and renovation. The interior was completely redecorated. Reopening of the Cooper Foundation unit was accompanied by extensive festivities.

### Philadelphia

Al Zimbalist, who will be remembered as a Stanley Warner publicist in the Earle Theatre days, advises from Hollywood that after some 13 pictures, he has launched his most important effort, "Baby Face Nelson" starring Mickey Rooney from a story by himself and screen play by Irving Shulman for United Artists release. . . Milgram Buying and Booking Service is now handling the Garden, Trenton, N. J., the Ewing Drive-In, Trenton, N. J., and the Lehigh, Philadelphia. . . Eddie Gabriel, Capital, wishes to clarify matters by stating he still is handling all Dominant product in the local

## Rezoning Considered To Permit Drive-In

WILMINGTON, DEL.—The A. M. Ellis Theatre Company has had "a lot of requests from people who wondered why we haven't built a drive-in between Chester and Wilmington," Lawrence Ruch, of Camden, N. J., circuit general manager, told the New Castle County Zoning Commission at a hearing recently.

The commission took under advisement the company's petition for the rezoning of a 13-acre tract of land on the northeast side of Naaman's Road in Brandywine Hundred, about 2,700 feet from the Baltimore and Ohio Railroad, for the purpose of constructing a drive-in costing between \$350,000 and \$400,000. Wilmington attorney Vincent A. Theisen, representing the petitioner, disclosed, in answer to a question, that the drive-in would have a capacity of from 750 to 800 cars. Attorney Clarence W. Taylor, representing a group of residents opposing the theatre, said the adjacent land has been residential for many years.

Theisen told the zoning commission that the theatre would be located about 3,000 feet inside the property line and that proper setbacks are planned. He added that the ticket booth would be about 300 feet off Naaman's Road, assuring no traffic tieups.

area with the exception of "Noah's Ark." . . . Benny (American Film) Harris, a recent heart attack victim, is still bedded down in Hahnemann Hospital. There is nothing that would do him more good than a flock of dates on those two-reel novelties and comedies that he has, so in the form of get well cards how about playing a few until he gets on his feet again? . . . Jack Jaslow, the independent distributor, was enthused over Stanley Warner dating "The Miracle Of Marcelino" into the Stanton come September. . . Ben and Charlie Goldfine celebrated the eighth birthday of their South Philadelphia Drive-In by giving patrons a flock of gifts. . . Byron Lynn, the Comerford Theatres film buyer, was hospitalized in Scranton, Pa., with ulcers. . . If you are interested in a comic books deal, Dave Rosen may have something to interest you. . . Mitch Pantzer, Independent Poster Exchange, was guilty, as all new fathers are, of showing off a flock of baby pictures. . . William Goldberg, owner, Studio, paid the street a visit and was shown the sights by competent manager William Kanefsky. They are both "Nana" conscious. . . The Spruce closed for the summer. . . The SW Stanley, Chester, Pa., closed last week. . . Sheldon Tromberg, last with Screen Guild, is going to Cincinnati as branch manager for J. Arthur Rank.

### Portland

Herb Larson, Oregonian, and Arnold Marks, Oregon Journal, were guests of Stanley Kramer and United Artists at the Hollywood premiere of "The Pride And The Passion." . . Plans for a three-day golf tournament and film festival, to be staged by and for exhibitors and distributors in the region area, were under discussion at a meeting at the Multno-

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## "Lady Chatterley" Stirs St. Louis Catholics

ST. LOUIS—The St. Louis Review, official organ of the Roman Catholic Archdiocese, recently carried a special story with reference to "Lady Chatterley's Lover" which was slated to follow "Nana" in the Richmond and Shady Oak, units of the St. Louis Amusement Company, this month.

The weekly newspaper pointed out that although the novel from which the picture was made is not on the official Roman Catholic Index of forbidden books, its subject matter is "undoubtedly covered by the Index," that the film "has been the subject of court litigation since it was labeled 'obscene' . . . in Boston," and that various censoring bodies have agreed.

The article's author, the Reverend Paul Hays, an official in the National Legion of Decency headquarters in New York, added that the film had not yet been shown to the Legion's reviewers and therefore had not received a rating. "Nana," he noted, had been Condemned.

mah Hotel. All proceeds will be earmarked for the Will Rogers Memorial Hospital. A general committee was formed, which includes Jack Lovett, Oregon Theatre Corporation; Al Foreman, United Theatres; Jack Matlack, U-I and UA field representative; Dick Colbert, U-I branch manager; and Archie Holt, U-I sales executive. . . . Mrs. J. J. Parker returned to her office at J. J. Parker Theatres after visiting New York.

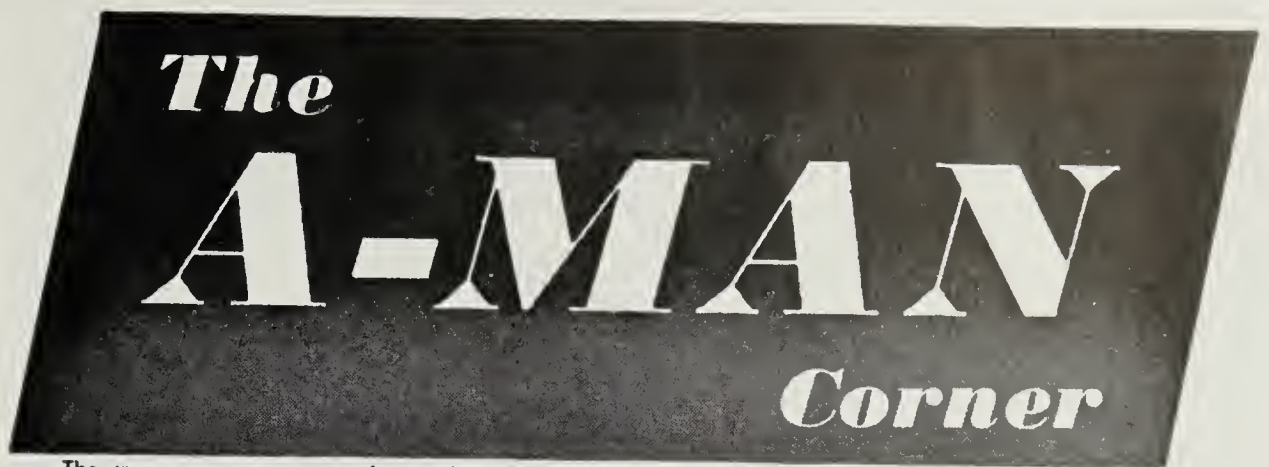
### St. Louis

The Quincy Drive-In, West Quincy, Mo., has been purchased from World Theatrical Enterprises, headed by Dr. Eugene Brezany, by Kerasotes Theatres. . . . Floods damaged the Park, Valley Park, Mo., owned and operated by Ben Beckett. . . . Hall Walsh, Warners district manager, attended a testimonial dinner at Des Moines for A. H. Blank, retiring circuit head. . . . The retirement of Florence Patke, 20th-Fox head booker and office manager, resulted in staff promotions. Bill Thomas, booker, becomes head booker; Eve Wassen, contact clerk, becomes booker; and Marty Coffee, formerly with the exchange, is rejoining the staff as contact clerk. The post of office manager has been abolished and the duties are being assumed by branch manager William C. Gehring, Jr. . . . Frank Lancaster, manager, Varsity, Murray, Ky., and associated with the Columbia Amusement Company for 19 years, resigned to enter another industry.

The Hi-Way, owned by Norman Probststein and others, has been closed for an indefinite period. . . . Russell Armentrout's Clark Drive-In, Pittsfield, Ill., which was heavily damaged by a tornado last month, was slated to reopen for business last week. . . . Florence Parke, 20th-Fox office manager and head booker, retired after many years' service. . . . MGM has moved into the old RKO offices at 3143 Olive Street.

### San Antonio

James Stewart will open his Texas tour in a series of personal appearances



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here this week in conjunction with the showing of "Night Passage." . . . George Watson, city manager, Interstate Circuit, returned from Dallas, where he attended an Interstate managers' meeting held in the home office. . . . Fourteen top disc jockeys appeared on the stage of the Majestic to greet teenagers, prior to the showing of 20th-Fox's "Bernardine." . . . The first Mexican color picture in CinemaScope, "La Doncella de Piedra," was given a private screening in the Alameda. . . . Julius M. Gordon, president, Jefferson Amusement Company, will become general manager, KPAC-TV, which will serve the Port Arthur-Beaumont area when it goes on the air in September. . . . The Eltex, Elgin, Tex., formerly operated by Mrs. Dale Wilson, has been taken over by M. Mitchell.

A series of special children's matinees has been inaugurated at the Olmos. . . . Henry Humann, assistant manager, Clasa-Mohme exchange, has returned to Los Angeles. He was to be succeeded by Edward G. Edwards, former head booker.

### Profit Accounting Sought In Censored Film Suit

SAN ANTONIO—One of the owners of the controversial "The Story Of Bob And Sally" has asked for an accounting of profits made from the film. The suit was filed in 73rd District Court against Gidney Talley and five film corporations headquartered in this city by D. J. McCarthy.

McCarthy alleges that he and the defendants co-owned the film, which he described as an "educational" treatment of personal hygiene. The film was censored in some areas and shown only to adults in others.

The plaintiff, alleging under a contract with the defendants that he had made more than \$10,000 a year by exhibiting the picture, complains that after May, 1955, the defendants prevented him from showing it.

. . . John Thompson, Columbia representative, in town to help promotion of "Abandon Ship." . . . James Stewart and Audie Murphy scheduled personal appearances in connection with U-I's "Night Passage" at the Majestic. . . . A similarity of names in pictures booked in the Aztec and the Texas forced managers to change bookings. "Oklahoma!" was slated for the Aztec, and "The Oklahoman" was booked into the Texas. . . . Sam D. Archibald, 71, died last month at Fort Worth, Tex. He was formerly with the Interstate Circuit and had also operated the Varsity and Fawn, Poly, Tex. He retired about two years ago. . . . Tilman Bond, who joined Interstate as a doorman 23 years ago, was named city manager, Temple, Tex. He replaces Paul Hudgins, named

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## Rappaport To Convert Towne To Cinerama

BALTIMORE, MD.—The Towne here will convert to Cinerama operation in the latter part of August, according to a joint announcement last week by Izzy Rappaport, Towne operator, and Bernard G. Kranze, vice-president, Stanley Warner Cinerama.

The arrangement sets a precedent for Cinerama since it is the first of a series of Cinerama film deals now being negotiated by Kranze and it is the first operation in the United States and Canada under which the presentation is directed by the operators of the theatre, it was said.

The Cinerama production will be shown under a road-show policy, identical in every detail with the successful world-wide operation, but while Rappaport will operate the house, he will have available the advice and guidance of the Cinerama staff.

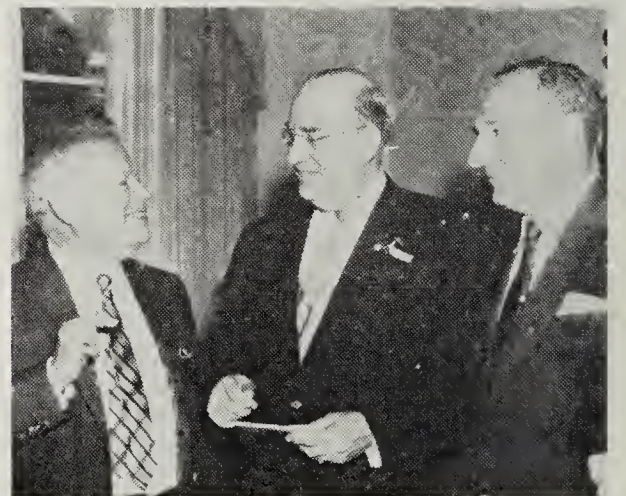
Until the establishment of the Towne as a Cinerama house, all other theatres in the United States and Canada have been turned over to Cinerama under four-wall deals and the operation has been exclusively by the Cinerama organization.

city manager at Tyler, Tex. Hudgins replaces C. W. Moss, who left to take up duties with the Arlington, Arlington, Tex.

Improvements have been started on the Lone Star Drive-In, Daingerfield, Tex., by its new owner, George Bass. He owns the Park at Hughes Springs and the Morris at Daingerfield. . . . The Lions Club and Mimosa Drive-In at Cotulla, Tex., held a benefit show for the flood victims at Lampasas, Tex. The proceeds will be distributed by the Lampasas Lions.

### Seattle

Chilton Robinett, 20th-Fox branch manager, returned from his New York business trip via San Francisco. . . . Paramount's "The Ten Commandments" has been set to open July 24 in the Capitol, Yakima, Wash. An invitational preview will be held for the clergy, civic leaders, and newspaper, radio, and TV people. . . . The first northwest showing of "I Was A Teenage Werewolf," plus "Invasion Of The Saucer Men," played at the Kenmore Drive-In.



At a recent special screening of Columbia's "The Garment Jungle" held in Washington for key labor leaders was Richard F. Walsh, international president, IATSE, center; David Dubinsky, left, president, International Ladies Garment Workers; and Lester Velie, author of the articles the film is based upon.

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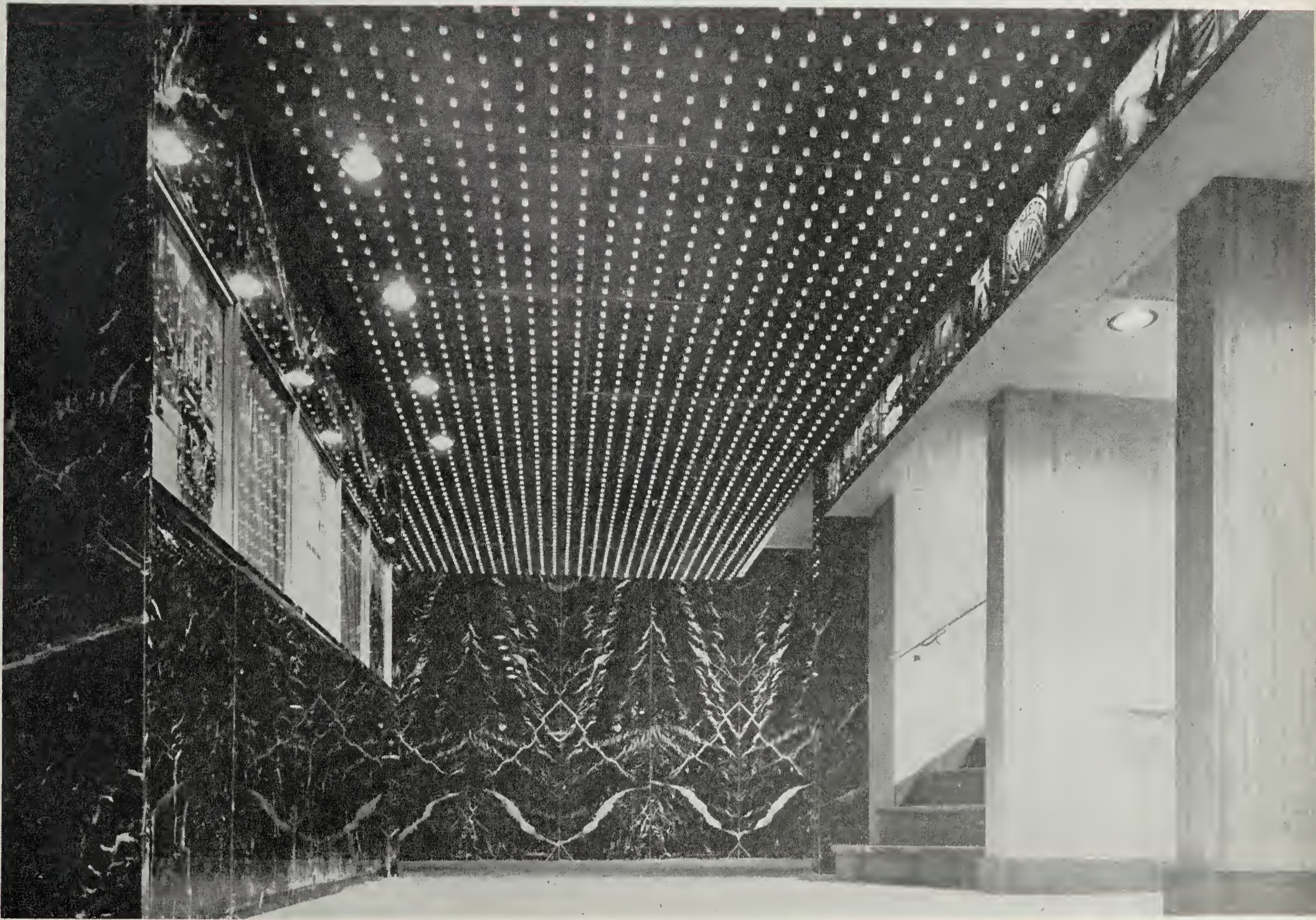
Narrow Tooth Sprockets

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# PHYSICAL THEATRE

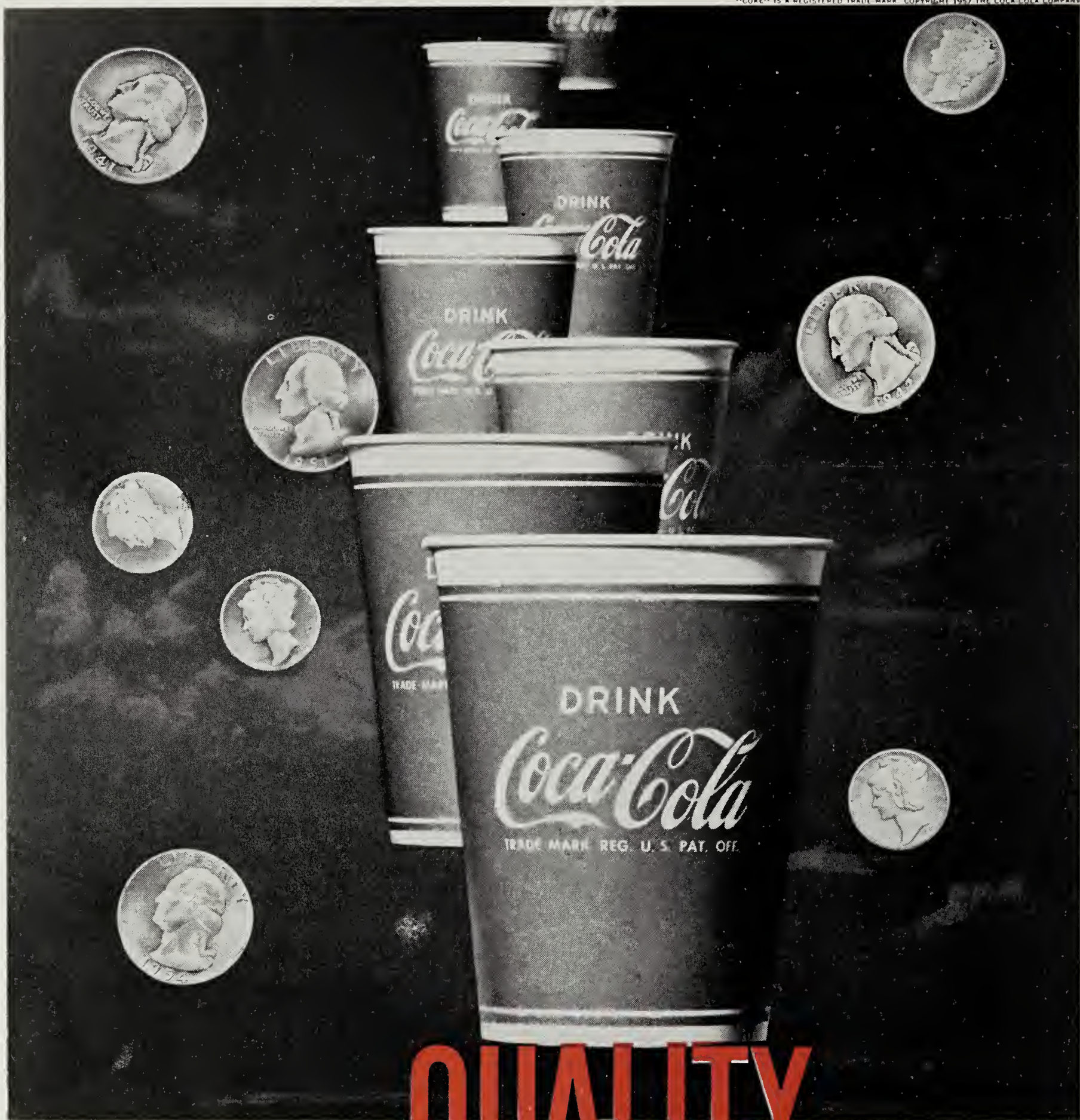
## EXTRA PROFITS

BILL HADDOCK, Editor



To adjust patrons gradually to the darkened auditorium, they are led through two softly-lit lobbies in Michael Todd's Cine-stage, Chicago. Similar consideration of customer comfort is paying off elsewhere.

*An every-fourth-week combined department devoted to the physical structure of the drive-in and conventional theatre, its design, equipment and furnishings, with a special section devoted to theatre concession operations and management.*



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## LAYING IT

# On The Line

## Something For Nothing

In looking at theatre operation from the point of view of patron comfort and service, the average exhibitor is likely to throw up his hands in despair and exclaim, "You can't please all of the people all the time," and leave the matter there.

However, it is, and always has been, possible to please at least part of the public most of the time with a minimum of effort and no expense. It is not necessarily the elaborate theatre offering the ultimate in services and comfort which pleases the customer the most. The smaller or older house can equal and sometimes even surpass its most elegant competitor by **showing the willingness** and by **trying** to make the patron feel at home.

It all boils down to a good public relations program, which costs nothing but the thought and time put into it. Plush lounges, fancy washrooms, the finest equipment can be wasted in a situation where the management indicates indifference to the patron, particularly at peak crowd times when the customer is likely to be unhappy that a seat or ramp is not available when he buys his ticket.

The polite smile and gentle word to the dissatisfied customer, the eagerness to accommodate him in every way possible despite the normal headaches of theatre operation, can be just as important as securing the best product, the most favorable run, or buying the finest equipment.

And it is not management alone which is responsible for carrying out an effective public relations program. The public's good will must be sought from the moment he nears the boxoffice until he leaves the theatre. This means that the cashier, the doorman, the usher, the refreshment stand attendants, and anyone else he comes in contact with, must be smiling, neat, and obliging. When space is not available to the patron already in the theatre, it is of consummate importance that those responsible for him during the waiting period exercise the ultimate in courtesy. We venture to say that a good segment of the moviegoing public has been lost because it has been mishandled in crowded situations, or thoughtlessly treated in other circumstances.

Today, good will is the only thing that the exhibitor can offer his customers without cost to himself, and an abundance of that commodity, whether he can or cannot offer them the best in physical theatres, can make the difference between a lighted or a shuttered house.

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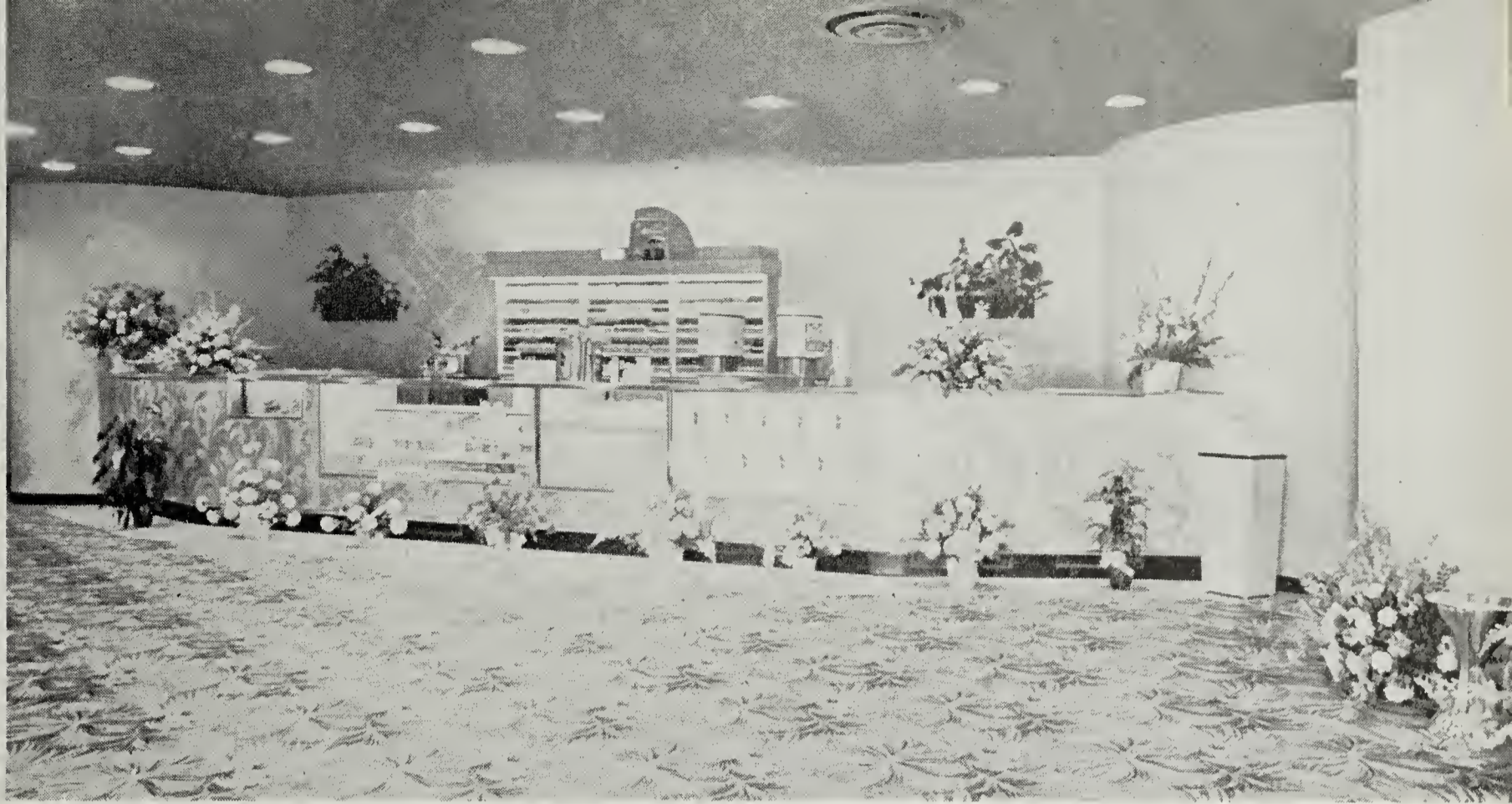
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## Patron Comforts In A New Theatre

**C**OOPER Foundation Theatres' new Colorado, at Greeley, Colo., is one of the few new theatres built in the west in recent years and is the first in Greeley to have risen from the ground up in many years.

With the new trend in exhibition to provide patrons with comforts equal to, or better than, those they can enjoy at home, the Colorado represents not only the latest in theatre design and technical accomplishment for a house of its size, but also incorporates every device necessary to ensure the customer's complete relaxation in a deluxe atmosphere.

Accordingly, American Bodiform spring back chairs, wider than most theatre seats, were installed. The ultra-modern

units provide patrons with a pillow spring back, a foam-padded seat, and exceptionally wide back-to-back spacing. At the rear of the auditorium is a space eight by 12 feet square to accommodate wheel chairs, a convenience provided only in theatres built in recent years.

Among many other comfort features is complete temperature control—Thermostatic control automatically and quickly adjusts the temperature of the auditorium—as well as carefully designed, modern, and well-lighted washrooms. A feature of the women's restroom is a lounge with a vanity table, a wall-length mirror, and an individual light for each chair in front of the table. Washrooms throughout the building have tile floors and walls.

In passing, it is worth notice that appointments of the smallest nature, when of the best quality, as in the Colorado, pay their own way in patron satisfaction and good will. Although the absence of detailed provision for patron comfort may not be noticed by the majority of customers, its presence very certainly will draw attention, and, with that recognition, increased business.

The front of the Colorado is brilliantly lighted by a large marquee and tower. The boxoffice, on the south side of the entrance, connects directly with the theatre office in the lobby, which patrons enter through six glass doors. A generously-proportioned concession bar, also  
(Continued on page PE-8)

# PHYSICAL THEATRE

Vol. 12, No. 8

July 17, 1957





## Drive-In Gets Glamour Treatment

### DRIVE-IN THEATRES

WHEN Eugene Boragine took over as owner of the Saco Drive-In, Saco, Maine, about eight years ago, it was a barren theatre with almost no landscaping or color to enhance it. Each year, however, Boragine has added improvements to make the theatre an attractive and comfortable place of entertainment.

A graduate of the Rhode Island School of Design, Boragine emphasized eye appeal through color arrangement and the improvement of the grounds. Two years ago, he enlarged the drive-in's capacity by 100 cars and built a new concession building, retaining the original building for storage space. Because the old structure was at the side of the theatre, the new one was placed at the center.

In the course of last winter, Boragine added an open air dance floor, placed in front of the screen. He then added two attractive pagodas to each end and a small stand for the disk jockey who plays records from six p.m. until show time. The jockey broadcasts over WLOB, Portland, with a plug for the theatre after each recording.

Boragine also beautified the entrance to the theatre by painting it with carefully selected colors, which attracted additional business from the heavy traffic passing on the main highway to Portland. He installed an aluminum rail over the boxoffices and added a tower painted in brilliant colors, as well as placing a wall of cinder block around the entrances and enlarging the marquee. The dance floor was the first to be established in New England.





# EXTRA PROFITS

Devoted exclusively to concession operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

BILL HADDOCK, Editor

JULY 17, 1957

## LOCATION HELPS SILENT SALESMEN SELL

**I**N order to guarantee maximum additional profits possible from the vending units installed to complement and extend refreshment counter sales, the theatre operator must be alert to the problem of location and convenience to the customer.

With respect to location, those theatre, or drive-in concession building, areas which receive the heaviest traffic are the natural places to install vending equipment. However, in his eagerness to take advantage of such favorable locations as those adjacent to the men's and women's washrooms, the lounges, or entrances and exits, the operator must also ensure that the equipment is not so prominently placed that it can create a traffic tieup either on its own merits or as an obstacle in moving crowds to other sections of the theatre. It is of vital importance, of course, that no vending unit be placed near entrances and exits in such a way as to create a hazard in the event of an emergency.

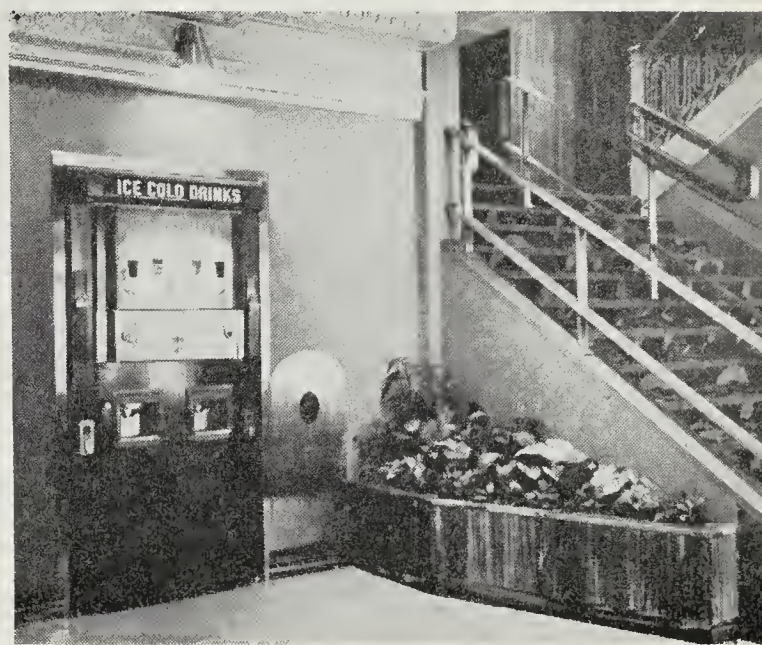
One of the most desirable locations, therefore, is a recess in the wall, either existent or created. In such a case, the vending machine blends with its surroundings and requires minimum space. In older theatres, such recesses often exist, or can be made at nominal expense. In more modern situations, where di-

mensions are frequently less generous, incorporation of the vending unit with the refreshment stand itself is often the best solution to the placement problem.

Where the choice of location exists, the exhibitor will determine placement according to convenience for his patrons. In addition to those locations already noted, accessibility to the auditorium is a primary convenience consideration, inasmuch as many prospective customers will refuse to leave their seats to buy if the walk to the unit is long enough to make them miss a substantial part of the screen entertainment.

In summer, when air-conditioning helps quench the thirst of the patron once he is inside the theatre or concession building, a beverage vending unit located beyond the entrance is one that will chalk up substantial profits. It will take the eye of the thirsty moviegoer at once, before he has had a chance to relax and cool off in the auditorium's pleasant temperatures. The machine at the exit will attract the departing business of the patron who has overlooked the refreshment stand itself or is too hurried to pay it a visit. With the trend toward longer and longer motion pictures, it can be considered almost inevitable that the patron who remains in his seat throughout the feature

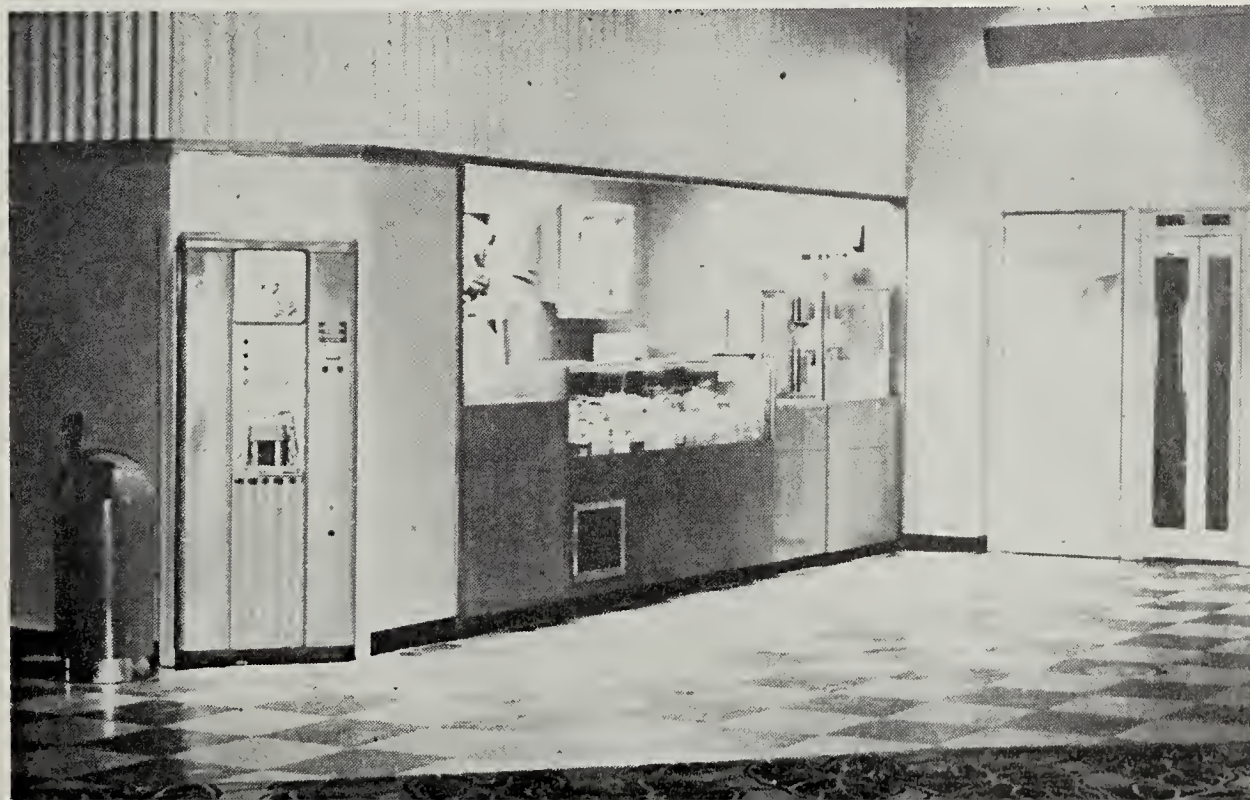
*(Continued on page PE-9)*



The well-lighted beverage vendor above is conveniently recessed in the wall, as is the waste receptacle to its right. Below, a customer caters satisfaction with beverage dispensed from Rowe unit, one of a battery in this theatre.



Automatic vending is an important part of the Extra Profits picture in the theatre below, where the beverage machine is separate from, yet an integral part of, the refreshment stand operation.



## Car Heater Leasing Plan Saves and Earns Dollars



THERMOLATOR INKAR HEATER

FOR drive-in exhibitors seeking those all-important tax write-offs permitted under certain lease arrangements, the Thermolator Corporation, manufacturer of the Inkar Heater, has devised a leasing plan which qualifies for such tax deductions through a "true lease," by which is meant that the operator or lessee never gains title to the heaters.

Thermolator illustrates the tax advantage of a true lease by pointing out that under the present corporate tax rate of 52 per cent, a corporation retains only 48 cents out of each dollar earned after taxes. With this it must purchase capital goods and repay money borrowed. Thus, if a corporation borrows \$10,000 from a bank, it must repay with these 48-cent dollars, meaning that earnings of \$20,834 before taxes are required in order to repay the principle amount. Payments under a true lease are an expense item, and therefore deductible before taxes. To pay off a \$10,000 lease, gross earnings of only \$10,000 are necessary. And, in states having a state income tax in addition to the Federal tax, the net tax dollar is reduced even further.

Thus, for an individual or corporation with a tax problem, leasing accomplishes three things: it avoids a large capital outlay; reduces actual net cost of the speakers; and increases net earnings by reducing the tax rate.

Thermolator states that it is able to include the cost of wiring installation in the lease plan upon receipt of a firm bid from the customer's electrical contractor. The amount is incorporated into the lease and the contractor in turn is paid by the leasing company in full. One, two, or three year leases are available with options for indefinite renewal at reduced rates, Thermolator states.

### Patron Comforts

(Continued from page PE-5)

containing the latest in equipment and decorated with an aluminum front and glass display cases, dominates this area.

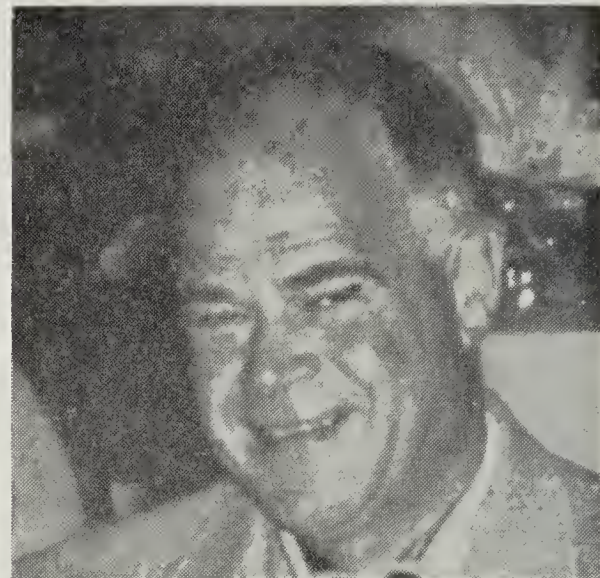
Colors used in the lobby include pink, sandalwood, and turquoise, selected to create an exciting, yet subdued, effect. The carpeting features a floral design which blends with the color decoration, illuminated by recessed lighting.

In addition to its comfort features, the Colorado boasts one of the largest

CinemaScope screens in the state, measuring 24 by 50 feet. It can be masked from top or side to make the showing of any size picture possible. The Simplex XL stereophonic sound system has three sets of back stage speakers, enabling full exploitation of the high fidelity sound track. Complete acoustical control has been achieved through the use of a specially developed asbestos fiber sprayed on the walls.

In the Colorado's projection booth, complementing the sound system, are to be

## Turnbull Becomes NTS Executive V-P



W. J. TURNBULL

NEW YORK—Walter E. Green, National Theatre Supply Company president, a General Precision Equipment Corporation subsidiary, last fortnight announced the election of W. J. Turnbull as executive vice-president and member of the board of directors.

Since 1951, Turnbull has been vice-president in charge of eastern district sales for National Theatre Supply, which has 27 branches across the country. He joined NTS after graduating from Georgia Tech in 1933 and became manager of the Detroit branch in 1936. He was named sales promotion manager of the company after serving overseas as a Lieutenant Commander in the Navy during World War II.

### Kingery Promoted By Bell And Howell

CHICAGO—The election of James D. Kingery as a vice-president of Bell and Howell was reported recently by Charles H. Percy, president.

In his newly created office, Kingery will assume group responsibility for two divisions of the company, the electronic products and the professional equipment and instrument divisions. He has been assistant to executive vice-president William E. Roberts since July, 1956.

### GPL Opens New Test Lab

PLEASANTVILLE, N. Y.—A 23,200 square foot environmental test building was formally opened here recently by General Precision Laboratory on its 69-acre property.

Under construction since April, 1956, the \$450,000 structure increases the company's testing facilities for military and commercial electronic equipment by two and one-half times the former area.

found Excelite High Intensity lamphouses and Simplex XL mechanism assuring quality reproduction comparable to that in the largest theatres in the country.

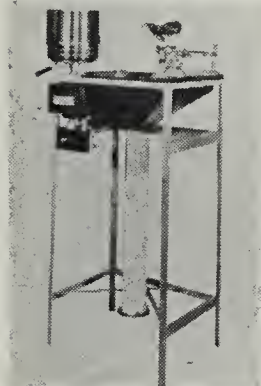
As an example of a new, small city operation, the Colorado is a heartening beacon in the midst of the manifold problems facing such operations today. Stressing patron comfort as much as its modern equipment, it adopts a new approach to the elusive moviegoer by offering not only entertainment not available at home, but also ease, even luxury, not common to all homes, even today.



At left, A. J. Schmitt, Houston Popcorn and Supply Company, Houston, responds to a question as moderator of a session of the National Association of Concessionaires' recent midwest regional conference in the Hotel Sherman, Chicago. Among other speakers seated at the table are seen Clifford Lorbeck, Supurdisplay, Inc., Milwaukee; James T. Berryman, Armour and Company, Chicago; Bert Nathan, NAC board chairman; and Philip L. Lowe, Theatre Candy Company, Boston. Right, Lowe, as general chairman of the eastern regional conference, held in Boston, moderates a panel discussion on concession operations. Seen also are Harold Newman, Century Theatres, New York; Ed Fedeli, Tri-Town Drive-In, Lunenburg, Mass.; Nathan; Mel Wintman, Smith Management Corporation; and Irving Shapiro, Concession Enterprises, Boston. The NAC regional meetings proved highly successful.

## PPA Adapts New Cretors Popcorn Tester

CHICAGO — A new weight-expansion tester, designed to take the guesswork out of popcorn testing, has been officially adopted by the Popcorn Processors Association. The new tester has been termed "much more efficient and accurate" by the members of PPA.



New Volume Tester

Designed and manufactured by Cretors, the new unit is designated as the Official Volume Tester, according to Cretors executive H. E. Chrisman. The redesign of the old tester manufactured by the company for the PPA since 1947 was said to be essential because of the tremendous increase in popping expansion since that time.

According to William E. Smith, PPA executive director, the new tester has many improvements over the present tester. It is made of clear plastic, instead of stainless steel, affording a full view of the corn and eliminating the possibility of distorted expansion figures due to unseen voids and air spaces created by bridging; the new model is shorter and easier to work with, and fits into existing

test-popping equipment; and the old method of measuring cups of corn has been replaced by a new system of weighing the charge. A charge weight of 150 grams has been established, it is said. Weighing the charge rather than measuring it has the important effect of insuring that the size of the corn does not effect expansion results, to the benefit of seller and consumer.

"Since a customer buys corn by weight," said Smith, "the corn should logically be tested by weight. The expansion of light corn could not be properly measured by the old tester." The expansion of popped corn is indicated in the new tester in cubic inches by means of a scale on the side of the tube.

"The Popcorn Processors Association," said Smith, "feels that in the past few years there has been a bit too much emphasis placed on the importance of expansion alone in the popcorn industry, and that more thought should be given to the taste and quality of corn. Now that the problem of measuring the corn accurately has been solved, the Association hopes that equal attention will be given to taste and tenderness when the purchase of corn is made. The important thing is to keep the consumer coming back for more because the popcorn he buys is not only big but good."

## Location Helps

(Continued from page PE-7)

will leave it in a mood to purchase at least a beverage.

The most obvious location, of course, for automatic dispensing equipment is adjacent to the refreshment stand, no matter how many other units may be installed elsewhere in the situation. Here mutual benefits accrue and congestion at one or the other is mutually relieved. The beverage vendor or vendors, if sufficiently large, can also eliminate the sale of any drinks at the stand proper, leaving attendants free to sell only food items, which can be moved at a faster rate in rush periods.

The wide range of automatic vending machines available today assures the operator of being able to acquire a unit to meet his exact needs. Such units help

meet the problem of offering high quality merchandise with minimum overhead and maintenance, to the satisfaction of exhibitor as well as patron.

## Fried Clams Prove Popular

BOSTON—A new and popular food item for drive-ins in this area is Seiler's Clam Boat, selling for 75 cents. This boat-shaped plastic dish is filled with fried clams in one half and french fried potatoes in the other.

The clams, surrounded by batter, are delivered fresh each day to the theatres and are fried on the premises in deep fat, taking only a few minutes.

One of the first situations in New England to add the specialty to its concession stand is the Gloucester, Mass., Drive-In, with the management reporting favorable reception.

# FREE!

## new popcorn merchandising kit

(available thru

# popsit-plus

jobbers)

Get ready for red-hot popcorn sales with this exciting new merchandising kit—consisting of perpetual motion "wobbler" and multi-color streamers.

It's yours free when you contact your Popsit-Plus jobber. Put zip in your popcorn sales—act today!

# popsit plus!

## liquid popping oil



rich, butterlike flavor  
plus these important advantages:

- golden color
- fewer duds
- all-weather pouring
- less cost per bag
- appetizing aroma
- stores easily—no fire hazard
- measures accurately—no waste

by the Popping Oil Specialists  
To The Nation

SIMONIN, PHILADELPHIA 34, PA.

# NEW PRODUCTS

... that have theatre interest



## Portable Fire Extinguishers

A new line of portable dry chemical fire extinguishers, the smallest now available bearing approval of the Underwriters' Laboratories and practical for many theatre emergencies, has been developed by Leeder Manufacturing Company. The new extinguishers are available in one, one and a half, two and three quarters, and four pound sizes. They complete the present Leeder line, which extends up to the 30 pound size, and fill a broad need for Underwriters' approved portable extinguishers in small sizes for combating Class B and C fires.

Designed for first-aid fire protection in a variety of applications, the extinguishers are particularly useful where oil burners, flammable liquids, and electric equipment are in use. In such cases, Leeder says, they are more effective than equivalent and larger size carbon dioxide and carbon tetrachloride extinguishers, adding that dry chemical is the only agent which affords the operator protection from the radiant heat of fire. It is



PORTABLE FIRE EXTINGUISHER

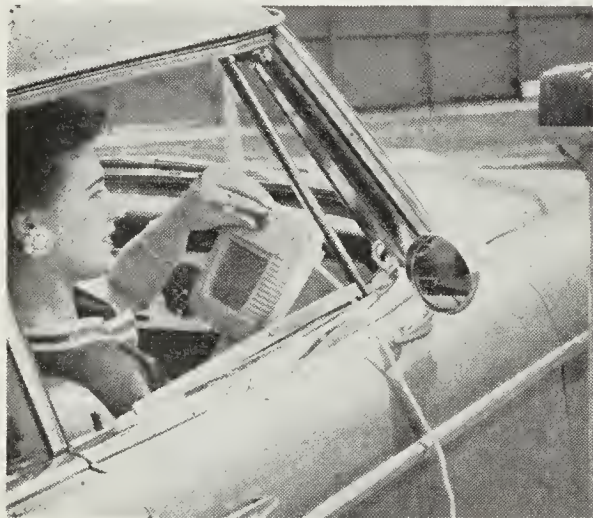
## Luxtrol Light Control

Developed to meet the higher wattage requirements of commercial lighting circuits, such as those in theatres, Luxtrol light control type WBD750 provides full dimming, brightening, and blending for 750 watts of incandescent or twelve 40 watt rapid start fluorescent lamp load, it is said. Luxtrol replaces the ordinary "on-off" switch to produce any desired light intensity from complete darkness to full brightness by autotransformer action. Because it is not a rheostat, only the current required to produce the desired illumination is used, Luxtrol states.

The operating knob and faceplate are styled to blend with any room decor. The faceplate can be painted or wallpapered to match or contrast with the background. The wallbox is five and seven-eighths inches wide, seven and one-eighth inches long, and five and nine-sixteenth inches



LUXTROL LIGHT CONTROL



EPRAD SPEAKER

non-toxic and non-abrasive, harmless to humans and property, can cover a larger fire in a larger area, and offers greater range than carbon dioxide, it is said.

## New Eprad Speaker

The "Big 4," latest in the line of Eprad drive-in speakers, provides superior sound at a low price, according to EPRAD (Electrical Products Research and Development Company), Toledo, O., manufacturers of drive-in equipment. The excellent tonal qualities in the Fiberglas baffle can be recognized immediately, Eprad engineers maintain.

The "Big 4" has a rugged fiberglas case, which eliminates rusting, chipping, and painting problems, inasmuch as colors are molded in and can be easily seen at night. Another advantage is its small size, seven inches by four and a half inches. It fits in the patron's hand. Each speaker comes with a white neoprene speaker cable and has quick-disconnect terminals. An exclusive animal-fibre silicone-treated, four-inch cone assures lowest maintenance costs.

deep to fit a six inch wall. The prime painted steel faceplate is seven and three-eighths inches wide and eight and five-eighths inches long. Knobs are available in either ivory, black, or gray plastic.

Except for fluorescent lighting circuits, no external switch is required. An input switch automatically disconnects the unit and load when the knob is in the "off" position.

## New Dryer Mountings

Electric-Aire Engineering Corporation, manufacturers of electric hand dryers, announced the development of two totally new mounting alternatives recently.

The Tri-Dryer mounting provides up to three recessed units in little more than the space normally required for one. The units are housed angularly in an attractive, compact porcelain enameled wall cabinet. Tri-Dryer mounting was developed to provide adequate drying service in heavily trafficked, rushed washrooms, such as those at drive-in and conventional theatres.

Pedestal installation, single or double, of surface-type units is the other new mounting method offered. Conduit is concealed in the pedestal's stem. Pedestal mounting solves the problem of providing drying service in washrooms with restricted wall space, the manufacturer states.

Besides conserving space, both mounting innovations offer decided savings in installation cost, it is said.



NEW DRYER MOUNTING

### WANT FURTHER INFORMATION ON NEW PRODUCTS

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LIST ITEMS .....

ISSUE OF JULY 17

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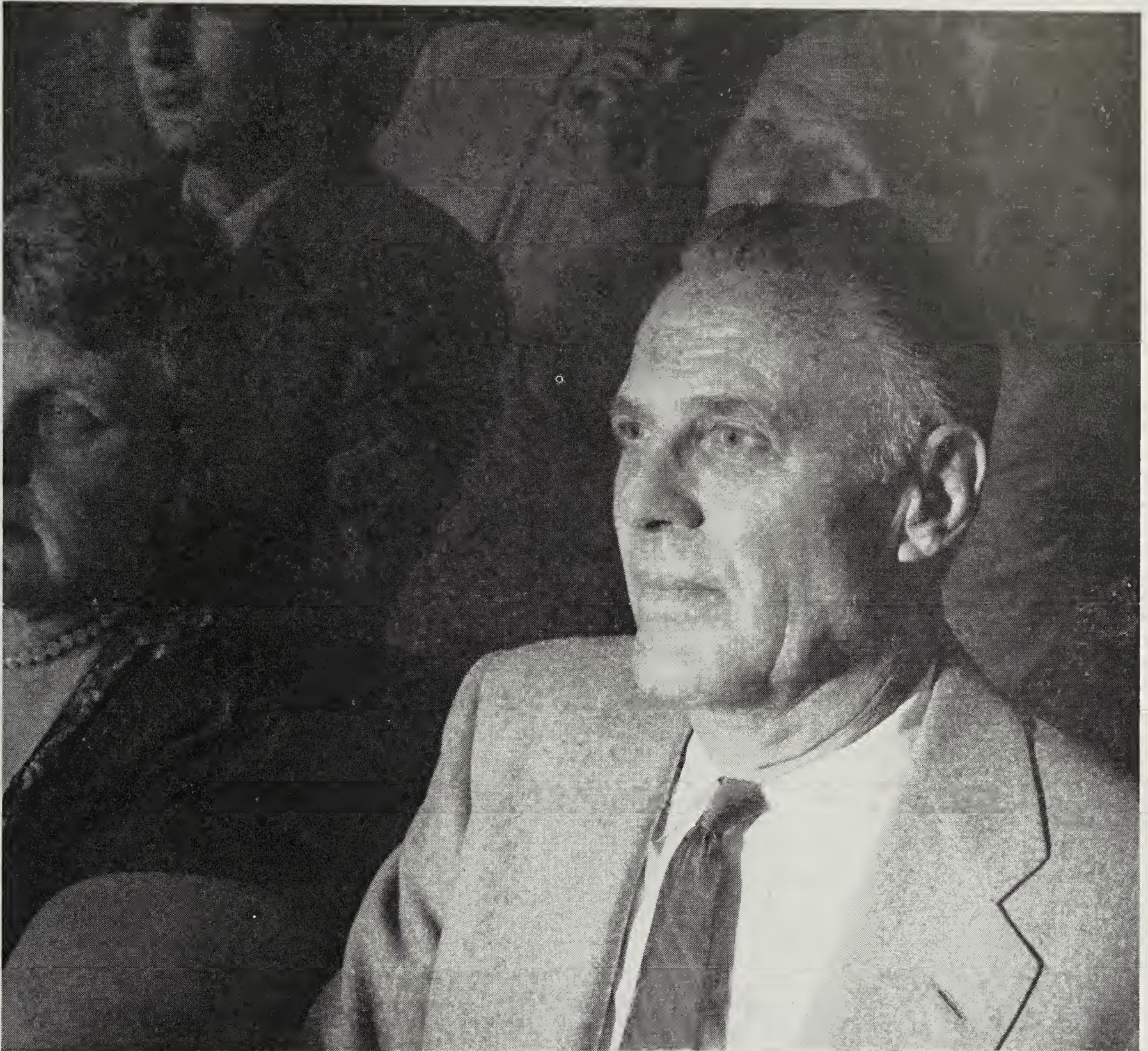
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Today's movie-goer is light-conscious. Without realizing it he compares your picture with what he sees on other screens—with what he's heard about advances in color, wide screens and life-like projection. Your customers expect the best.

"National" Projector Carbons meet today's demand for bright light at minimum cost to exhibitors. Here, for example, are four "National"

carbons offered in the past few years that provide as much as 20% more light with up to 25% slower burning:

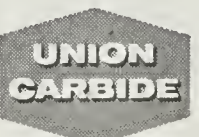
- "Suprex" 7mm Carbon
- "Suprex" 8mm Carbon
- 10mm High Intensity Carbon
- 11mm High Intensity Carbon



**NATIONAL PROJECTOR CARBONS**

TRADE MARK

*meet the demand for more and more light.*



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# Motiograph Acquires Cog Corp., Announces Best Sales Since '53

CHICAGO—Motiograph last month announced the purchase of the Cog Corporation, which will operate as a division of Motiograph and will manufacture a full line of comminuting and spray blending equipment.

The Cog comminutor, it is said, uses refinements of the hammermill principle. It is made in stainless steel with exclusive "snap-apart" features long sought by processing industries, including the food industry, for dustless grinding or pulverizing of dry and wet materials. Simple variations permit using it for continuous proportioning and thorough blending, while maintaining accurate formula ratios of all ingredients. For some large drive-in food operations, it has a practical application.

At the same time, Motiograph disclosed that sales for May of this year were the largest of any month since 1953. Part of the increase was the result of greater demand for motion picture sound and projection equipment, it was said. Motiograph AAA projector sales, double those of any month in 1955 or 1956, showed the greatest increase.

June marked the 61st anniversary of the company, which has manufactured 35mm. projectors since its inception.

## RCA To Supervise Closed-Circuit Deals

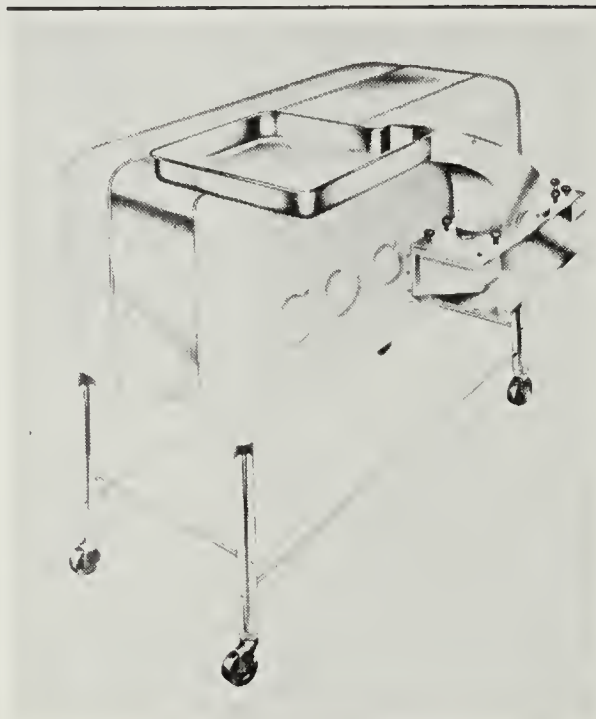
CAMDEN, N. J.—Contracts providing supervisory engineering services for three closed-circuit television producers were recently awarded to RCA Service Company, Inc., according to W. L. Jones, vice-president, technical products service department.

The contracts, with Medical Radio and Television Institute, Inc., Closed Circuit Telecasting System, Inc., and the Tele-Prompter Corporation, called for the assignment of RCA Service Company field engineers at many closed-circuit telecast reception sites.

Jones added that telecasts for Closed-Circuit Telecasting System, Inc., will initiate use of RCA's newest full color TV projector, TLS50, and associated closed-circuit equipment.



Kenneth E. Reynolds has been named to head a new Contract and Defense Products Division of Bausch and Lomb Optical Company, Inc. The new distribution division will handle specially designed motion picture lenses among other items.



THE COG COMMUNUTOR

## Lawson, Blair Named Canada Dry Directors

NEW YORK—Claude S. Lawson, president and chairman of United States Pipe and Foundry Company, Birmingham, Ala., and Edwin F. Blair, partner in the New York law firm of Hughes, Hubbard, Blair and Reed, recently were elected to the board of directors of Canada Dry Ginger Ale., Inc., it was announced by R. W. Moore, chairman. The new directors fill vacancies left by the late J. M. Mathes and the late Kenneth J. Hanau, both of whom died on April 28.

Blair is a director of Union Bag-Camp Paper Corporation, Studebaker-Packard Corporation, Holly Sugar Corporation and Mohasco Industries, Inc. He is also president of the Yale Law School Association, and is active in numerous civic organizations, clubs, and legal societies.

Lawson is also chairman of United Concrete Pipe Corporation, and is a director of Birmingham Trust National Bank, Louisville and Nashville Railroad, Birmingham Fire and Casualty Company, and Jefferson Federal Savings and Loan Association. He is a member of The Recess and the Uptown Club in New York, American Iron and Steel Institute, and numerous other technical and trade societies.

## New Century Installations

BOSTON—Massachusetts Theatre Equipment Company has a long list of installations for its Century projection and sound in theatres and drive-ins in this territory.

Now in the process of installation are Ponta Delgada Drive-In, Tiverton, R. I.; Shipyard Drive-In, Providence, R. I.; E. M. Loew's Auburn, Mass., Drive-In; E. M. Loew's West Boylston Drive-In; E. M. Loew's Open Air, Lynn; and the Gary, Boston, formerly the Shubert-owned Plymouth, which is having Todd-AO projection equipment, together with Century sound and Peerless Macaulay hi-condescendent lamps, installed.

## Sweden Freezer Names New Dealers

SEATTLE—M. H. Patneude, vice-president in charge of sales for Sweden Manufacturing Company, recently announced the appointment of Sweden dealers in different sections of the country.

At Lewiston, Ida., Cook's Commercial Refrigeration will handle the complete line of Sweden soft-serve and milk shake making equipment. The distributing company is headed by S. J. Cook.

In Washington, D. C., area, the long-established Jack Stone Company, Inc., will handle the Sweden products under the guidance of president John A. Stone. At Lafayette, La., Hilton's Commercial Refrigeration will add Sweden to its well known equipment line. The latter firm is headed by owner Gordon E. Hilton.

In the eastern area, Poughkeepsie, N. Y., territory will be served by G and G Restaurant Machinery and Equipment, Inc., Middleton, N. Y., headed by Frank Guerra, while R. W. Hample's Hample Equipment Company, Inc., will cover the Elmira, N. Y., territory. The New Jersey Carbonator Service, Passaic, N. J., Richard Rosenberg, president, will cover northern New Jersey cities.

## Sweden Promotes Palm

SEATTLE—Emmett E. Palm, formerly Sweden Freezer Manufacturing Company assistant sales manager, recently was named domestic sales manager, succeeding M. H. Patneude, who moved up to vice-president for sales last year.

Palm joined the company in 1953 after several years as northwest promotion manager for Nash Motors Division of Nash-Kelvinator Sales Corporation, working out of the zone office in Seattle.

## Krumhansl Gets National Carbon Associate Research Post

PARMA, O.—Dr. James A. Krumhansl has been named associate director, Parma Research Laboratories of National Carbon Company, Division of Union Carbide Corporation, it has been announced by Dr. C. E. Larson, vice-president in charge of research. Formerly an assistant director of the laboratories, Dr. Krumhansl will continue to report to Dr. Robert G. Ereckenridge, director.



Andrew G. Rouse recently was named president and general manager of General Theatre Supply Company, Ltd., Toronto, a subsidiary of Famous Players Canadian Corporation. Rouse succeeds George Cuthbert, resigned.

## Panel Discussion Ends SMPTE-IATSE Course

NEW YORK—Sixteen topflight engineers took part in a panel discussion that wound up the SMPTE-IATSE Sound Recording Course which began February 6 last and, except for the June 19 examination session, closed with the panel meeting June 12.

The meeting was held at the Fine Sound Studios here, and was preceded by a dinner for the panel members which was arranged by Edgar Schuller, chairman of the SMPTE New York education subcommittee on sound recording.

The discussion ranged over past, present, and probable future developments in sound recording. Panel member George Lewin answered a number of questions about his discovery of the infra-red transparent magnetic tracks and its possible application to multi-lingual sound tracks.

The Sound Recording Course is sponsored jointly by SMPTE and IATSE, Local 52.

## Theatre Servicing Discussed

WASHINGTON—In a discussion of theatre servicing before the annual meeting of the Society of Motion Picture and Television Engineers recently, Edward Stanko, engineering manager, RCA Service Company, Inc., urged "competent sound service to assure top quality reproduction."

Stanko said that, with high fidelity sound increasing the public's awareness of good sound reproduction, a competent theatre sound service organization is necessary to assure the finest quality sound reproduction from studio to theatre. He recommended a ten-point program of service engineer's procedure, including reduction of exhibitor expense, better customer satisfaction, efficient maintenance, and professional theatre sound servicing.

"The Service Company's Technical Products Service Department has utilized its long experience to produce a streamlined, efficiently planned procedure giving theatre exhibitors optimum sound reproduction as part of a planned service procedure," Stanko stated. "Each theatre has its own peculiar acoustical characteristics and sound system features, in addition to the various motion picture studio recording standards and conditions."

In addition to the RCA field force being on call 365 days a year, Stanko continued, training, technical information channeled from national office laboratories, and refresher courses, combine to equip the company's service engineers to provide service on RCA sound reproducing equipment systems.

## New Crowd Control Equipment

NEW YORK—Apex Brass and Bronze Works, Inc., announced recently a new line of crowd control equipment and display frames for the theatre field.

With the increase of drive-in theatres featuring cafeteria style concession serving, Apex has developed a new line of railings for this market. The railings, of modern design, will guide the even flow of concession stand traffic. It is claimed that the railings can be constructed to correct any type of patron traffic problem.

# Let's Cover the Broad Facts About Narrow Tooth Sprockets

By CHARLES H. THONSEN

RECENT inquiries regarding the re-grinding of 35mm. sprockets seem to indicate that there is a certain amount of skeptic reaction as to the advisability of having them re-ground to narrow tooth type.

The function of a sprocket is merely to pull the film down at a rate which is fixed by the design of the projector. It does not have any controlling action with respect to the side motion of the film, nor is anything else expected from it, except when it functions as a holdback sprocket.

A new sprocket, as it is made today, has all the qualities of good design and manufacture that is possible to have at the present stage in the art of projecting pictures. The so-called standard sprocket was made to accommodate the standard 35mm. film as it was known before the introduction of CinemaScope or Magoptical type film. With the introduction of CinemaScope type film, it was found necessary to find more room on the film in order to accommodate the additional sound tracks, and perhaps for other reasons to accommodate the requirements for CinemaScope. So, some of the space on the film that was used as part of the sprocket hole area on the standard film

was utilized, which necessitated the narrowing of the sprocket holes in the CinemaScope type film. As a result of this change in the narrowing of the sprocket holes, it was also necessary to narrow the teeth of the sprockets.

With the announcement of CinemaScope there was a rush for equipment which taxed all of the facilities of the equipment manufacturers, theatre supply dealers, service companies, and others. With respect to sprockets, the rush was so terrific that the manufacturer had to take some of his existing stock of standard sprockets and re-grind them to narrow teeth type in order to meet some of the play dates. It is estimated that the first 25 per cent CinemaScope equipped theatres opened with re-ground sprockets, and have been running now, in many instances, over four years.

The point is this: if it has been alright for these deluxe houses to run all these years on re-ground sprockets, it is proof enough that there isn't anything wrong with using re-ground sprockets. To further substantiate this, in behalf of re-ground sprockets, we have re-ground thousands of them in the past year, and so far, we haven't had one complaint. The record should speak for itself.

**This New Tamper Proof Grill**

PLUS

**This New Protective Aluminum Screen Speaker Guard**

**SPELLS**

## Speaker Protection

**New 1957 Ballantyne Dub'l-Cones are the toughest speakers ever built**



**Real Protection against Pressure damage TOO!** Unlike speakers with flexible cases, cars can roll over it and the interior speaker mechanism remains in perfect shape.

**Shock proofed as well!** It's safe because the new Dub'l-Cone is not only rubber cushion mounted, but it also has special new bosses that keep the speaker unit in perfect alignment.



The **Ballantyne Co**

1712 Jackson Street

Omaha, Nebraska

# Tips On Equipment Installation And Upkeep

By the MANLEY, INC., STAFF

THE installation and maintenance of fountain equipment should be no trouble to the theatre manager or employee. Any competent refrigerator service man or adept theatreman can take care of any and all service problems that might develop.

Needed, however, is adequate electrical supply and an adequate supply of water for the unit to operate properly. If no drain is available, then a drain pan may be attached to the drain line. The machine should not be plugged into an electrical outlet until the water connection has been made and the system has been filled. Always pull the plug before the water supply is cut off, otherwise the pump may run dry and burn out.

After the equipment is placed in a desired location, it should be leveled. In the Manley Ice-O-Bar pictured in connection with the Coliseum, a combination popcorn and soft drink machine, the CO<sub>2</sub> tank is separate from the machine. When installed, all CO<sub>2</sub> connections should be checked with soapy water to make sure no gas is wasted. Always turn on the CO<sub>2</sub> gas before turning on the water, otherwise the carbonator may fill with water, excluding the gas. If this happens, no carbonation will develop. Should pressure be insufficient to give a fast enough draw at the faucet, increase CO<sub>2</sub> pressure on the regulator until the desired flow has been maintained.



MANLEY ICE-O-BAR

The shut off valve should be installed in the water supply line as near the dispenser as possible. A good water filter must be installed in the supply line to protect working parts of the machine against fine sand, pumice, or other foreign matter that might be in the water system.

Run a short rubber hose to a nearby floor drain, or to a receptacle. Drainage, if accumulated, should be disposed of daily and the receptacle cleaned after each disposal. Clean syrup containers and in-

stall them tightly. Proper operating position for handles is straight out. To operate the Ice-O-Bar, first remove the top lid and turn on the water valve, fill interior cabinet. If in a hurry, the ice bank may be built quickly by the addition of a bushel of shaved ice. Clean and install the syrup pans. Be sure they are installed tightly. Check pressure regulating valve to be sure gas pressure is at its proper level. Then fill the syrup tanks with syrup. Put cups in cup dispenser. If additional syrup is to be precooled, put it in the refrigerator. To increase or decrease the water flow on the plain water faucet, adjust the water pressure regulator located in the water bath chamber.

The faucets of most fountain machines have not been preset at the factory because they must be adjusted to individual water pressure. Consult your local syrup supplier for the exact ratio recommended for the brand to be sold. In nearly all cases, this ratio will be one ounce of syrup to five ounces of water.

In the realm of preventive maintenance, faucets and syrup lines should be cleaned regularly. On manual valves, remove  
(Continued on page PE-16)

## THEATRE METALWORK SPECIALISTS

- RAILINGS
- DISPLAY FRAMES
- VELOUR ROPES
- ASH RECEIVERS
- BOXOFFICE SPEAKING HOLE COVERS AND SHUTTERS



Everything In Metal for Indoor and Drive-In Theatres

**Apex Brass & Bronze Works, Inc.**

429 West Broadway, New York 12, N. Y.

Est. 1925

CAnal 6-4487

## Coffeemakers Designed For Maximum Profits

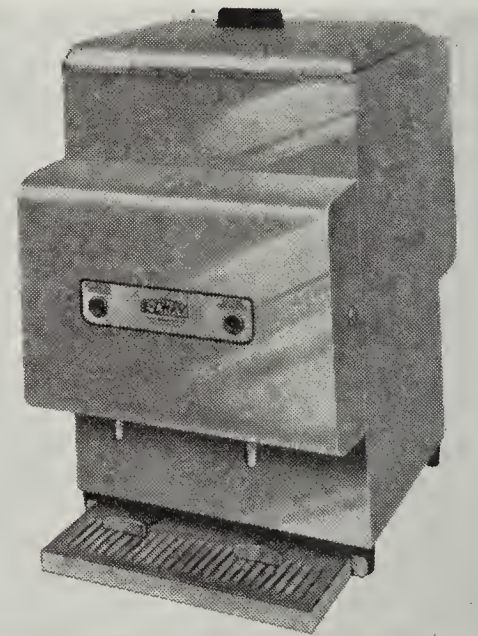


E-Z WAY MODEL 3A

CEDAR RAPIDS, IA.—The Steel Products Company recently has introduced two new automatic coffee makers, one adaptable to the largest drive-in or conventional theatre operation, the other designed to meet the requirements of smaller situations. Each meets the special needs of the particular refreshment stand operator and is marketed with the intention of making coffee service profitable in theatres.

The Model 3A E-Z Way lets the small operator serve a good, fresh, profitable cup of coffee with a minimum of labor. In addition, there is no waste, no stale or throw-away coffee, no urn bags, filters, or coffee grounds to clean up. Restaurant and institutional-type soluble or instant coffee and tea are used. Iced coffee and iced tea can be served by turning the heating element off, it is said.

Concentrate capacity is one pint, taking only seconds to refill. The unit has automatic water level control with a three-gallon water tank and automatic



E-Z WAY MODEL 6A

temperature control. The 3-A is adjustable for coffee strength and is simple to install. It is connected to water line and 115 volt electric supply. It requires less than 11 inches of counter space, but will produce from 80 to 100 cups per hour on cold water line, higher capacity on hot water line, the manufacturer states.

Designed specifically for drive-ins and similar concession operations, the E-Z Way Model 6A is adjustable for temperature, coffee strength, and cup size. The unit has a liquid concentrate capacity of three quarts, making from 450 to 600 cups for each complete fill, the manufacturer states. Between 400 and 500 cups can be served per hour on a hot water line, or 125 cups per hour on a cold water line. It has a five-gallon water capacity and connects to the water line for automatic water level control.

The standard wattage of the E-Z Way is 1500, with 115 or 230 volts, 60 cycle. Higher wattage elements are available.

Your Guarantee

of Consistent Quality  
and Outstanding Service  
For Every Theatre Need!

NATIONAL THEATRE SUPPLY COMPANY  
BRANCHES COAST-TO-COAST



## Canada Dry Names Little To Sales Post

NEW YORK—Roy W. Moore, Jr., recently-elected president of Canada Dry, announced recently that the company has retained Lou Little, noted sports figure, as a consultant in developing and maintaining trade and consumer relations for Canada Dry.



LOU LITTLE

Little attained national prominence as football coach for Columbia College in New York, a post he has held for 27 years. Having reached the mandatory retirement age at Columbia, he accepted the Canada Dry offer because "it promised to be the most challenging," he said.

Moore declared that "we are delighted that Mr. Little has chosen to give Canada Dry the benefit of his mature judgment and his unique ability in working with people, both individually and in groups."

Outside of athletics, Little has served as chairman of campaign committees for the New York City Cancer Committee and for the Red Cross, and now is chairman of the AD Hoc Committee of the New York City Youth Board. By pure coincidence, it happens that shortly after leaving college in 1922, he handled several first sales of Canada Dry ever made in Philadelphia, when the ginger ale was first being introduced in this country.

## "Operation Trade-Up" Launched By Coca-Cola To Aid Operators

"OPERATION Trade-Up," a national sales promotion of The Coca-Cola Company's fountain sales department designed to increase operators' profits through the extra sales potential from customers, is being conducted across the country now by 300 department representatives.

Based on a three-pronged campaign—incorporating the opportunity to add at least 65 per cent to income from sale of Coca-Cola alone by having attendants suggest a "large" Coke, the chance to obtain higher checks through related-item food sales, and the realization of "add-on" sales and profits through variety items—the promotion capitalizes on the advantages of the refreshment stand for traffic, appetite appeal, and visual merchandising opportunities.

A controlled test recently utilized Coca-Cola's new large glass for its product to test Operation Trade-Up. On a high-traffic weekend, attendants were instructed to ask "large?" when a customer ordered Coke. The results showed that more than 65 per cent of the patrons chose the large Coke when it was suggested, even though the regular-size was available for half the money.

The test also added additional evidence to the transition in refreshment stand business, which years ago consisted largely of younger persons, but now is composed more of the heavier-spending adult group.

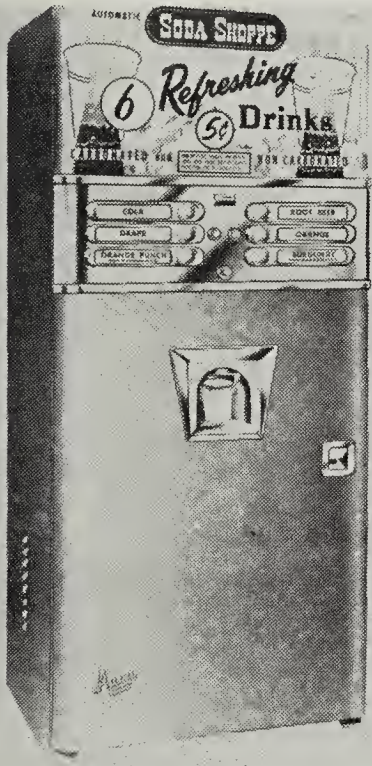


The 10 cents on the cash register indicates that the refreshment stand attendant has just sold another "large" Coke, as part of The Coca-Cola Company's current "Operation Trade-Up."

The regular size drink of Coca-Cola is still preferred by thousands as the ideal serving for a refreshing pause, but the large one is becoming increasingly popular with food orders and for the extra thirsty patron.

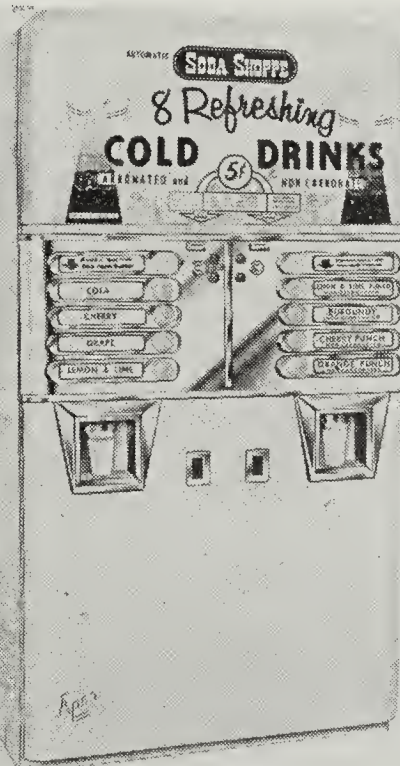
As part of Operation Trade-Up, Coca-Cola has packaged kits of colorful advertising materials to be distributed free to outlets in the promotion. They include banners for backbar or other locations, stickers, streamers, lapel ribbons, and the like. Company representatives also will utilize standard promotional pieces.

## APCO's Sodashoppes Are Silent Sales Helpers



SIX DRINK SODASHOPPE

APCO, Inc., manufacturer of beverage dispensing equipment designed to help boost refreshment stand sales in theatres, offers two efficient units for cold drinks. The six-drink Sodashoppe vends four carbonated and two non-carbonated drinks from four syrup tanks. It has a 1,200 cup capacity. Its measurements are 68 inches high, 27½ inches wide, and 24½ inches deep. APCO's eight-drink Dual Cup Station Theatre Model Sodashoppe vends five



EIGHT DRINK SODASHOPPE

carbonated drinks and three non-carbonated from only five syrup tanks. It has a 2,000 cup capacity and measures 73½ inches high, 36 inches wide, and 26½ inches deep.

A ten drink model is available also, serving six carbonated and four non-carbonated beverages from only six syrup tanks. It has a 2,000 cup capacity and a 2,800 drink syrup capacity. It measures 73½ inches high and 36 inches wide.

## INKAR HEATERS

Make Your Cash Registers

**JUMP**

with

**WINTER PROFITS!**

**THERMOLATOR INKAR HEATERS AND WIRING CAN BE LEASED.**

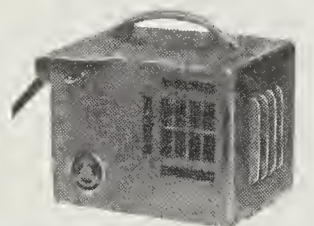
**Now You Too, Can Stay Open All Year For Bigger Profits!**

Write, Wire or Call

**THERMOLATOR CORPORATION**

1628 Victory Blvd.

Glendale, Calif.



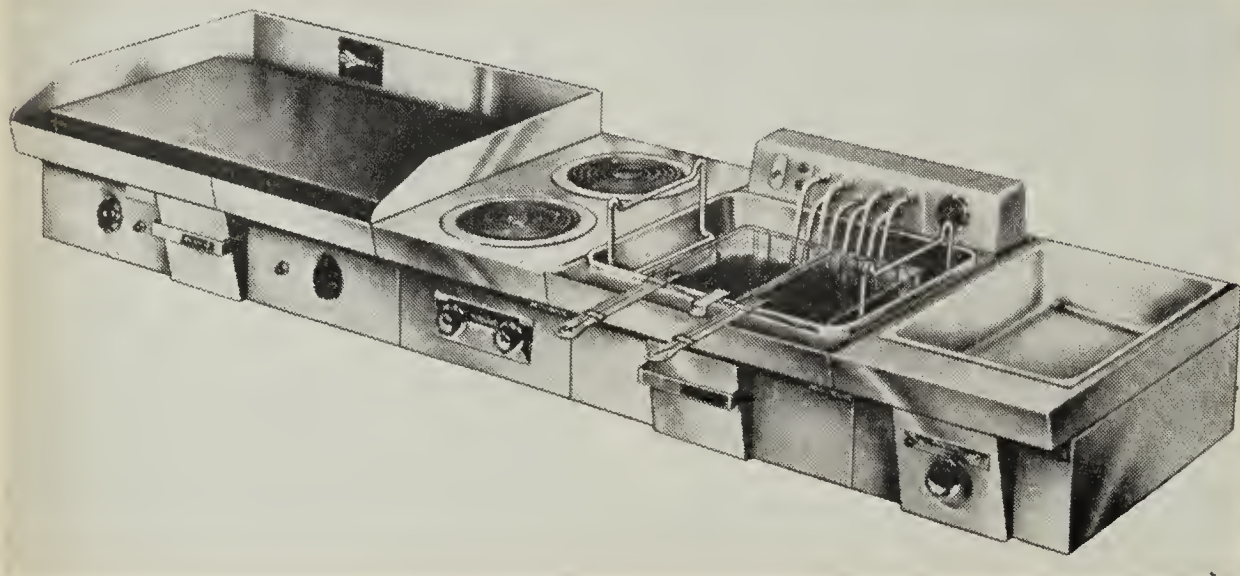
400 or 500 Watt Forced-Air Heaters—Custom made for Your Theatre—230, 208 or 115 Volts.

Insist on EPRAD In-The-Car Speakers!

**EPRAD**

1208 CHERRY STREET, TOLEDO 4, OHIO

# A Look At New Hotpoint Units Analyzes Basic Cooking Needs



ROCKET COUNTER KITCHEN

Hotpoint's new Rocket Counter Kitchen makes possible "big kitchen" production in just 86½ inches of counter space, it is claimed. All four Rockets, Rocket 12X Griddle, Rocket Hotplate, Rocket 61 Deep-Fat Frying Machine, and Rocket Foot Warmer, are custom-matched and jacketed in quality stainless steel. All four are built for heavy-duty commercial use.

The Rocket 12X Griddle has a capacity of 720 hamburgers per hour around the clock, and cannot be "killed" by continuous refrigerated loads. Each half of the 36 inch by 18 inch grid may be operated independently by twin Braintemp controls.

The Rocket Hotplate will bring two quarts of water to full boil from a cold start in only 5.99 minutes. Each of the rocket-engineered Calrod (R) heating units will hold up to 16 quarts of food in stockpots and may be independently controlled by twin three-heat switches, it is said.

## Deep Fat Frying Machine

The new Hotpoint Rocket 61 Deep-Fat Frying Machine is built for drive-in "big kitchen" production on the counter—with a capacity of 61 pounds, or 313 french-fry servings, of potatoes per hour, from raw to done in only 28 pounds of fat, the manufacturer states.

Handsomely jacketed in quality stainless steel, the Rocket 61 features swing-up heating units that burn themselves clean, optional Miraclean semi-automatic draining and straining, a four-minute

operation, and a removable fat container guaranteed for 20 years against burnout, it is said.

The Rocket 61 may be loaded around the clock with refrigerated loads without ever killing the temperature, transferring flavor, or holding up a rush hour with fat breakdown. Fat economy, quality control, and speed are built-in features of this new heavy-duty counter fryer.

The Rocket 61 is designed to bank in any combination with other custom-matched members of Hotpoint's new Rocket Counter Kitchen.

## Hot Food Receptacle

Ease of installation, faster pre-heating and heat transfer, and choice of moist or dry operation are among the advantages listed by the Hotpoint Company in announcing its new Model HF5 Hot Food Storage Receptacle.

A departure from conventional design, the HF5 is constructed of a one-piece anodized aluminum chassis with a remote-control thermostat. Its design permits the HF5 to be fabricator-installed, from top or bottom by several optional methods, in any standard food table, it is said. Because of the anodized aluminum surface of the HF5, water will never damage the receptacle, even after prolonged "moist" operation.

Stepped-up power, to 1,500 watts, enables the HF5 to preheat in 10 to 12 minutes. The remote-control thermostat is wired directly to the brazed-on Calrod heating units.

## Hotpoint Moves Home Office

CHICAGO—Hotpoint's Commercial Equipment Department moved to a new and larger home office recently, according to an announcement by W. C. Ayres, general manager. The marketing, merchandising, product service, financial and engineering components are now located at 6201 W. Roosevelt Rd., Berwyn, Ill. The manufacturing component remains at its present Chicago Heights plant.

"The move was planned to consolidate the operation of the department," said Ayres. "With all elements, except manufacturing, under one roof, and a new and more efficient layout for personnel, we shall considerably improve the efficiency of home office service to our field force and our dealer organization."

## Manley Closes Office

NEW ORLEANS—Manley, Inc., has closed its office at 126 LaSalle Street, and all orders for parts or anything else pertaining to the operation of popcorn or drink machines should be addressed to the company at 176 Vance Avenue, Memphis.

The local mailing address for Manley supplies is Post Office Box 7297, New Orleans; telephone AUdubon 0861. Area representative is G. Y. Harrell, Jr., 3223 Nashville Avenue, New Orleans; telephone UNiversity 6-7881.

## Penny Popcorn Tax

RALEIGH, N. C.—Under the revenue bill enacted by the North Carolina Legislature during its session just concluded, a customer at theatres may have to pay an extra penny for a bag of popcorn, an item brought under the state's three per cent sales tax.

## Tips On Equipment

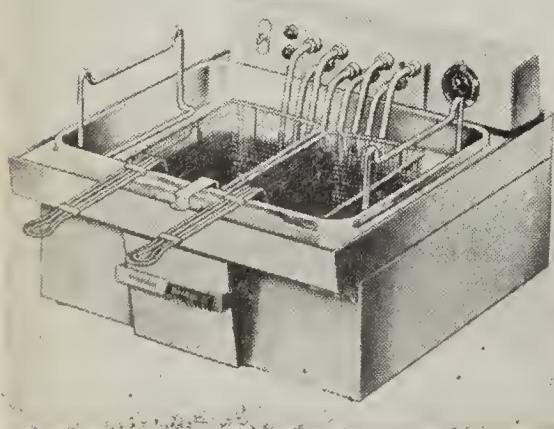
(Continued from page PE-14)

and clean syrup pan, drain tank, hold hand over nozzle end of faucet, and turn on water full force. Water will back flush through the syrup line, cleaning it out.

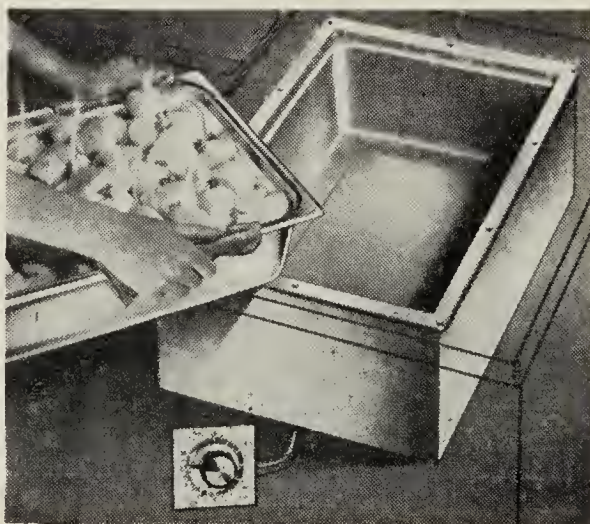
After flushing water syrup container in hot water, turn on handle, allowing hot water to flow through the line. This will wash out any remaining residue. Fountain machines of this type should be protected from freezing weather. If the machine is shut down during the winter months, it should be drained completely. If there is any danger of the machine being subjected to freezing temperatures, at any time, it should be disconnected and emptied of all water.

The profit potential of soft drinks almost is as great as in popcorn. One gallon of syrup costs approximately \$1.70, and produces 76 drinks of 10 ounces, or \$7.60; cup cost is about 38 cents, and gross profit \$5.52, or 72 per cent.

Because fountain equipment dispenses a beverage product, it should be wiped clean daily and kept clean and bright. Never use hard chemicals or abrasives. Neatness also helps sales. Starched uniforms for the operator which are changed frequently are suggested. As long as sales personnel are clean, neat and alert, it matters little what other characteristics they possess. Many middle-aged persons with the "folksy" approach can outsell the most glamorous younger girls.



DEEP FAT FRYER



FOOD RECEPTACLE

This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every Issue of the Check-Up serves as a complete reference index to all feature motion pictures and short subjects reviewed during the past year, plus the features from all sources that are known to be nearing completion. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created and carefully maintained by the editors of—

MOTION PICTURE EXHIBITOR  
246-48 N. Clarion St., Philadelphia 7, Pa.

## MOTION PICTURE

# EXHIBITOR

**SERVISECTION**

*THE CHECK-UP of all features and short subjects reviewed during the preceding 12-month period*

### Allied Artists

- ATTACK OF THE CRAB MONSTERS (5703)**—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.
- BLONDE SINNER (5635)**—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).
- CALLING HOMICIDE (5624)**—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—9-19-56—4225.
- CANYON RIVER (5620)**—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.
- CHAIN OF EVIDENCE (5701)**—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—2-20-57—4289.
- CRUEL TOWER, THE (5691)**—MD—John Ericson, Marl Blanchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).
- DESTINATION 60,000 (5715)**—D—Preston Foster, Pat Conway, Jeff Donnell—For the lower half—65m.—4349.
- DINO (5721)**—D—Sal Mineo, Brian Keith, Susan Kohner—Interesting yarn on juvenile delinquency—96m.—4349.
- DRAGOON WELLS MASSACRE (5709)**—W—Barry Sullivan, Dennis O'Keefe, Mona Freeman—Good, large scale western—88m.—6-12-57—4337—DC—CS.
- FIGHTING TROUBLE (5623)**—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).
- FOOTSTEPS IN THE NIGHT (5708)**—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.
- FRIENDLY PERSUASION (5657)**—D—Garv Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—10-3-56—4229—DC—CS.
- HIGH TERRACE (5630)**—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.
- HOLD BACK THE NIGHT (5621)**—MD—John Payne, Mona Freeman, Chuck Connors—Better than average proarammer—80m.—9-5-56—4213.
- HOLD THAT HYPNOTIST (5706)**—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys series entry—61m.—3-20-57—4301.
- HOT SHOTS (5632)**—C—Huntz Hall, Stanley Clements, Jol Lansing—Series average—61m.—2-20-57—4289.
- LAST OF THE BADMEN (5705)**—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.
- LET'S BE HAPPY (5707)**—MU—Tony Martin, Vera Ellen, Robert Fleming—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.
- LOVE IN THE AFTERNOON (5719)**—C—Gary Cooper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337—(B).
- NAKED HILLS, THE (5605)**—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—10-3-56—4229—PatheColor.
- NO PLACE TO HIDE (5603)**—D—David Brian, Marsha Hunt, Hugh Corcoran—For the lower half—71m.—7-25-56—4189—DC.
- NOT OF THIS EARTH (5704)**—MD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.
- OKLAHOMAN, THE (5712)**—W—Joel McCrea, Barbara Hale, Gloria Talbott—Good western—80m.—6-26-57—4341—DC—CS.
- ROSE BOWL STORY, THE**—C—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—12-12-56—4261—Color—RE.
- SCREAMING EAGLES (5610)**—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—9-5-56—4213.
- STRANGE INTRUDER (5619)**—MD—Edmund Purdom, Ida Lupino, Ann Harding—Good adult postwar meller—82m.—11-28-56—4257.
- SUDDEN DANGER (5540)**—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—1-11-57—4085.
- THUNDERSTORM (5604)**—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—9-5-56—4213—(B)—(Made in Spain).
- YAQUI DRUMS (5625)**—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—9-19-56—4225.
- YOUNG GUNS, THE (5623)**—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

#### TO BE REVIEWED

- AQUA DIVE GIRL (5718)**—Mara Corday, Pat Conway.
- BADGE OF MARSHAL BRENNAN (5713)**—Jim Davis, Arleen Whelan.
- CALYPSO JOE**—Herb Jeffries, Angle Dickinson—(B).
- CYCLOPS**—James Craig, Tom Drake, Lon Chaney, Gloria Talbott.
- DAUGHTER OF DR. JEKYLL (5710)**—John Agar, Gloria Talbott—(B).
- DEATH IN SMALL DOSES**—Peter Graves, Mala Powers, Merry Anders.
- DISEMBODIED, THE (5720)**—Paul Burke, Allison Hayes—(B).
- FEVER TREE, THE**—John Cassavetes, Raymond Burr, Sara Shane.
- HOT ROD RUMBLE (5717)**—Leigh Snowden, Richard Hartunian, Brett Halsey.
- HUNCHBACK OF PARIS (5725)**—Gina Lollobrigida, Anthony Quinn—France—CS.
- LOOKING FOR DANGER**—Bowery Boys.
- MAN FROM MONTEREY**—Sterling Hayden, Pamela Duncan, Ted DeCorsia.
- PERSUADER, THE (5714)**—William Talman, Kristine Miller, James Craig.
- PORTLAND EXPOSE**—Edward Binns, Virginia Gregg.
- RIFLE, THE**—Joel McCrea, Virginia Mayo—Color—CS.
- SPOOK CHASERS (5716)**—Bowery Boys.
- STORM OUT OF THE WEST (5702)**—Dale Robertson, Brian Keith, Roseane Rory.

### American International

- DRAGSTRIP GIRL**—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57—4341.
- FLESH AND THE SPUR**—W—John Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor.
- GIRLS IN PRISON**—MD—Richard Denning, Joan Taylor—For the lower half—87m.—8-8-56—4201—(B).
- GUNSLINGER**—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—8-8-56—4201—PatheColor—(B).
- HOT-ROD GIRL**—MD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles for some spots—75m.—8-8-56—4201.
- IT CONQUERED THE WORLD**—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.
- NAKED PARADISE**—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color.
- ROCK ALL NIGHT**—MUMD—Dick Miller, Abby Dalton—Lower half filler—63m.—6-26-57—4341.
- RUNAWAY DAUGHTERS**—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—11-14-56—4249—(B).
- SHAKE, RATTLE AND ROCK**—MU—Fats Domino, Lisa Gaye, Touch Connors—Exploitable programmer—77m.—11-14-56—4249.
- SHE CREATURE, THE**—MD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—10-31-56—4245.
- UNDEAD, THE**—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—4-3-57—4305.
- VOODOO WOMAN**—MD—Marla English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—4-3-57—4305.

#### TO BE REVIEWED

- AMAZING COLOSSAL MAN, THE**—Glenn Langan, William Hudson.
- CAT GIRL, THE**—Lynn Tracey, Barbara Shelley, Robert Ayres.
- I WAS A TEENAGE WEREWOLF**—Michael London, Yvonne Lime, Tony Marshall.
- INVASION OF THE SAUCER MEN**—Steve Terrell, Gloria Castillo.
- UNDERWATER GIRL**—Mara Corday, Pat Conway.

### Associated

- FRONTIER GAMBLER**—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—9-5-56—4214.
- MAN BEAST**—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.
- NAKED GUN**—W—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—4-3-57—4305.
- THREE OUTLAWS, THE**—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—8-22-56—4205—SS.
- WILD DAKOTAS, THE**—W—Bill Williams, Coleen Gray—Average western—73m.—7-25-56—4189.

### Astor

- MEN OF SHERWOOD FOREST**—MD—Don Taylor, Reginald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—9-5-56—4214—EC—English.

### Buena Vista

- CINDERELLA**—CAR—Reissue is topnotch Disney—74m.—1-9-57—4273—TC—RE.
- DAVY CROCKETT AND THE RIVER PIRATES**—MD—Fess Parker, Buddy Ebsen, Jeff York—Okay adventure film will need plenty of push—81m.—7-25-56—4189—TC.
- IF ALL THE GUYS IN THE WORLD . . .**—D—Andre Valmy, Jean Gaven, Marc Casset—Exciting import—95m.—5-1-57—4317—French—Titles.

### KEY

Letters in parentheses ( ) indicate Catholic Legion of Decency ratings where the picture is classified either objectionable in part for all (B) or condemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.

Number in parenthesis ( ) following titles indicates production release number. Following running time is date and page of review.

Abbreviations following release number indicate type of picture:

C—Comedy	D—Drama	MU—Musical
CAR—Cartoon	DOC—Documentary	NOV—Novelty
COMP—Compilation	MD—Melodrama	TRAV—Travelogue
		W—Western
Other abbreviations indicate projection and color processes:		
CS—CinemaScope	NA—Naturama	TE—Technirama
DC—DeLuxe Color	RS—Regalscope	TR—Trucolor
EC—Eastman Color	SS—SuperScope	VV—VistaVision
MC—MetroColor	TC—Technicolor	WC—WarnerColor

All reissues, both features and shorts, are indicated by RE.

**JOHNNY TREMAIN**—MD—Hal Stalmaster, Luona Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—5-15-57—4325—TC.  
**SECRETS OF LIFE**—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.  
**WESTWARD HO, THE WAGONS**—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially for younger set—90m.—12-26-56—4265—TC—CS.  
**YANG KWEI FEI**—D—Japanese cast—Far the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

## TO BE REVIEWED

**LIGHT IN THE FOREST, THE**—James MacArthur, Carol Lynley—(Disney).  
**OLD YELLER**—Fess Parker, Jeff York, Dorothy McGuire—TC.  
**SLEEPING BEAUTY**—Walt Disney—TC—TE.

## Columbia

**ABANDON SHIP** (139)—D—Tyronne Power, Mai Zetterling, Lloyd Nolan—Highly interesting drama—100m.—4-3-57—4306—English.  
**BEYOND MOMBASA** (142)—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-29-57—4333—TC.  
**BURGLAR, THE** (143)—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help over-involved program meller—90m.—5-1-57—4317—(B).  
**CALYPSO HEAT WAVE** (147)—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337.  
**CHA-CHA-CHA BOOM** (114)—MU—Perez Prada and Orchestre, Mary Kaye Trio—Pleasant programmer—72m.—10-3-56—4229—(B).  
**DON'T KNOCK THE ROCK** (125)—MU—Bill Haley and Comets, Alan Dale, Patricio Hardy—For the rock 'n' roll addicts or as filler for the lower half—80m.—12-26-56—4265.  
**FIRE DOWN BELOW** (201)—D—Rita Hayworth, Robert Mitchum—Colorful, slightly off-beat drama benefits from top name values—116m.—5-29-57—4333—TC—CS—(B).  
**FULL OF LIFE** (130)—C—Judy Holliday, Richard Conte, Salvatore Baccaloni—Highly enjoyable entertainment—91m.—12-26-56—4265.  
**GAMMA PEOPLE, THE** (111)—MD—Paul Douglas, Eva Bartok, Leslie Phillips—Mild import for lower half—79m.—9-19-56—4225—English.  
**GARMENT JUNGLE** (144)—MD—Lee J. Cobb, Gia Scala—Tough pro-union story is hard hitting melodrama; but will need push—88m.—5-1-57—4317.  
**GIANT CLAW, THE** (146)—MD—Jeff Morrow, Mara Corday—Lower half filler—76m.—6-26-57—4341.  
**GUNS FOR FORT PETTICOAT, THE** (131)—W—Audie Murphy, Kathryn Grant, Hope Emerson—Good action programmer—82m.—3-20-57—4301—TC.  
**HE LAUGHED LAST** (105)—C—Frankie Laine, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—10-3-56—4230—TC—(B).  
**HEART OF SHOW BUSINESS, THE** (0199)—DOC—Produced and directed by Ralph Staub—Excellent story of Variety Clubs International—40m.—5-29-57—4333—TC.  
**HELLCATS OF THE NAVY** (141)—D—Ronald Reagan, Nancy Davis, Arthur Franz—Okay programmer of submarine warfare—82m.—5-1-57—4317.  
**LAST MAN TO HANG, THE** (117)—D—Tom Conway, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—11-14-56—4250—English.  
**MAGNIFICENT SEVEN, THE**—MD—Japanese cast—Very good entry for art and specialty spots—158m.—1-23-57—4277—Japanese—Titles—(B).  
**MAN WHO TURNED TO STONE, THE** (134)—MD—Victor Jory, Ann Doran, Charlotte Austin—Average horror entry for the duallers—71m.—2-20-57—4290—(B).  
**MIAMI EXPOSE** (106)—MD—Lee J. Cobb, Patricia Medina, Edward Arnold—Average crime meller for the duallers—73m.—9-5-56—4197.  
**NIGHTFALL** (127)—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome addition to the program—78m.—12-12-56—4261.  
**NIGHT THE WORLD EXPLODED, THE** (145)—MD—Kathryn Grant, William Leslie—Science fiction meller for the duallers—64m.—6-26-57—4341.  
**1984** (110)—MD—Edmond O'Brien, Michael Redgrave, Jan Sterling—Off-beat entry can go in art and specialty spots and many conventional situations—91m.—9-5-56—4189—English.  
**ODONGO** (109)—MD—Rhonda Fleming, MacDonald Carey, Juma—Pleasing programmer—85m.—10-3-56—4230—TC—CS.  
**PAPA, MAMA, THE MAID, AND I**—C—Robert Lamoureux, Gaby Morlay—One of the better French farces should do okay in the art houses—94m.—10-31-56—French—Titles and Narration.  
**PHANTOM STAGECOACH, THE** (137)—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—4-13-57—4306.  
**PORT AFRIQUE** (113)—MD—Pier Angeli, Phil Carey, Dennis Price—Locale helps program meller—92m.—9-19-56—4224—TC—English.  
**REPRISAL** (115)—MD—Guy Madison, Felicia Farr, Kathryn Grant—Interesting western meller—74m.—10-3-56—4230—TC.  
**RIDE THE HIGH IRON** (128)—D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—12-12-56—4261.  
**ROGUES OF SHERWOOD FOREST** (1072)—D—John Derek, Diana Lynn, George Macready—Reissue is okay adventure programmer—80m.—10-31-56—4241—RE.  
**RUMBLE ON THE DOCKS** (124)—D—James Darren, Laurie Carroll—Average meller of 'teen-age violence will appeal most to 'teen-age audiences—82m.—2-20-57—4290—(B).  
**SEVENTH CAVALRY, THE** (121)—MD—Randolph Scott, Barbara Hale, Jay C. Flippin—Okay outdoor meller—75m.—10-31-56—4241—TC.  
**SHADOW ON THE WINDOW, THE** (133)—MD—Phil Carey, Betty Garrett, John Barrymore, Jr.—Okay programmer—73m.—3-6-57—4297.  
**SIERRA STRANGER** (140)—W—Howard Duff, Gloria McGhee, Dick Foran—Mediocre western—74m.—5-15-57—4325.  
**SILENT WORLD, THE** (122)—DOC—Made by Jacques-Yves Cousteau and Louis Malle—High rating, beautifully photographed underwater documentary is an art house natural and has appeal for many regular situations—86m.—10-3-56—4230—TC—French—English Narration.  
**SOLID GOLD CADILLAC, THE** (112)—C—Judy Holliday, Paul Douglas, Fred Clark—High rating comedy—99m.—9-5-56—4205.  
**SPIN A DARK WEB** (107)—MD—Faith Domergue, Lee Patterson, Rona Anderson—Lower half filler—76m.—10-3-56—4230—(B)—English.  
**STORM CENTER** (108)—D—Bette Davis, Brian Keith, Kim Hunter—Thought-provoking drama on controversial theme will fare best in metropolitan and special situations—85m.—9-5-56—4197.  
**STRANGE ONE, THE** (138)—D—Ben Gazzara, Pat Hingle, Mark Richman—Filmization of play and novel is off-beat and interesting—97m.—4-3-57—4206—(B).  
**SUICIDE MISSION** (123)—DOC—Leif Larsen—Lower half entry—70m.—11-14-56—4250—Filmed in Norway and Shetland Islands.  
**TALL T, THE** (136)—W—Randolph Scott, Moureen O'Sullivan, Richard Boone—Good Scott entry should please western and action fans—78m.—4-3-57—4306—TC.  
**TEN TALL MEN** (119)—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—10-31-56—4242—TC—RE.  
**TOWN ON TRIAL** (207)—MD—John Mills, Barbara Bates, Charles Coburn—For lower half—95m.—4349—English.

**TORERO!**—DOC—Luis Procuna—Okay bullfight picture—75m.—4349—Mexican—English narration.  
**20 MILLION MILES TO EARTH** (202)—MD—William Hopper, Joan Taylor—Mediocre science fiction feature for the duallers—82m.—6-12-57—4337.  
**27TH DAY, THE** (203)—MD—Gene Barry, Valerie French—Good science fiction programmer—75m.—5-29-57—4333.  
**UTAH BLAINE** (129)—W—Rory Calhoun, Susan Cummings, Angela Stevens—Average western fare for the duallers—75m.—1-23-57—4277.  
**WHITE SQUAW, THE** (116)—W—David Brian, May Wynn, William Bishop—For the lower half—75m.—10-31-56—4242.  
**WICKED AS THEY COME** (132)—MD—Arlene Dahl, Phil Carey, Herbert Marshall—Fair meller for the program—94m.—1-9-57—4273—(B)—English.  
**YOU CAN'T RUN AWAY FROM IT** (118)—C—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—10-17-56—4237—TC—CS—(B).  
**ZARAK** (126)—MD—Victor Mature, Michael Wildina, Anita Ekberg—Colorful action packed adventure should have wide appeal—99m.—12-26-56—4266—TC—CS—(B).  
**ZOMBIES OF MORA TAU** (135)—MD—Grega Palmer, Allison Hayes, Autumn Russell—Mild horror entry for the duallers—70m.—3-6-57—4297—(B).

## TO BE REVIEWED

**ADMIRABLE CRICHTON, THE**—Kenneth More, Diane Cilento—English.  
**BITTER VICTORY**—Richard Burton, Kurd Jurgens—CS.  
**BRIDGE ON THE RIVER KWAI, THE**—William Holden, Alec Guinness—TC—CS.  
**BROTHERS RICO, THE**—Richard Conte, Dianne Foster, James Darren.  
**COWBOY**—Glenn Ford, Jack Lemmon, Anna Kashfi—Color.  
**DECISION AT SUNDOWN**—Randolph Scott, Valerie French—TC.  
**DOMINO KID**—Rory Calhoun, Kristine Miller.  
**ESCAPE FROM SAN QUENTIN**—Johnny Desmond, Merry Anders, Peggy Maley.  
**FRIDAY THE 13TH**—Betsy Palmer, Valerie French, Keenan Wynn.  
**GOLDEN VIRGIN, THE**—Joan Crawford, Rosanno Brazzi—English.  
**HARD MAN, THE**—Guy Madison, Valerie French.  
**HIGH FLIGHT**—Ray Milland, Sean Kelley, Anthony Newley—TC—CS—English.  
**HOW TO MURDER A RICH UNCLE**—Nigel Patrick, Charles Coburn, Wendy Hiller—English.  
**JEANNE EAGLES**—Kim Novak, Jeff Chandler, Charles Drake—(B).  
**LONG HAUL, THE**—Victor Mature, Diana Dors—English.  
**NIGHT OF THE DEMON**—Dana Andrews, Peggy Cummins—English.  
**NO TIME TO BE YOUNG**—Robert Vaughn, Dorothy Green—(B).  
**OPERATION MAD BALL**—Jack Lemmon, Kathryn Grant, Mickey Rooney.  
**PAL JOEY**—Rita Hayworth, Frank Sinatra, Kim Novak—TC—CS.  
**PICKUP ALLEY**—Victor Mature, Anita Ekberg, Trevor Howard—CS.  
**SHE PLAYED WITH FIRE**—Jack Hawkins, Arlene Dahl, Dennis Price—English.  
**THIS BITTER EARTH**—Silvano Mangano, Richard Conte, Anthony Perkins—TE.  
**3:10 TO YUMA**—Glenn Ford, Van Heflin, Leora Dana.  
**YOUNG DON'T CRY, THE**—Sal Mineo, James Whitmore.

## Continental

**LOVE LOTTERY, THE**—C—David Niven, Peggy Cummins, Anne Vernon—Lightweight English farce—89m.—2-20-57—4293—TC—English.  
**SECRETS OF THE REEF**—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry of life under water—72m.—10-31-56—4245—EC.  
**SHIP THAT DIED OF SHAME, THE**—D—Richard Attenborough, George Baker, Virginia McKenna—Interesting entry—91m.—9-5-56—4220—English.  
**SNOW WAS BLACK, THE**—D—Daniel Gelin, Marie Mansart, Valentina Tessler—Well-made off-beat entry for art spots—105m.—11-28-56—French—Titles—(C).

## DCA

(Distributors Corporation Of America)

**BABY AND THE BATTLESHIP, THE**—C—John Mills, Richard Attenborough, Martyn Garrett—Fairly amusing British farce—96m.—4-3-57—4306—EC—English.  
**BATTLE HELL**—MD—Richard Todd, William Hartnell, Akim Tamiroff—Excellent recreation of British naval exploit—110m.—5-15-57—4325—English.  
**BERMUDA AFFAIR**—D—Kim Hunter, Gary Merrill, Ron Randell—Program material—88m.—6-26-57—4342—English.  
**COLDITZ STORY, THE**—MD—John Mills, Eric Portman, Frederick Valk—Interesting English prisoners of war story—97m.—5-1-57—4318—English.  
**GOLD OF NAPLES**—COMP—Toto, Sophia Loren, Vittorio DeSica, Silvano Mangano—Entertaining import of four short stories for the art spots—107m.—3-20-57—4301—(B)—Italian—Titles.  
**GREEN MAN, THE**—C—Alastair Sim, George Cole, Jill Adams—Fair screwball comedy—80m.—6-26-57—4342—English.  
**HALF HUMAN**—MD—John Carradine—Horror entry for exploitation program—70m.—5-29-57—4333—Japanese; English narration and dialogue.  
**JOHN AND JULIE**—C—Colin Gibson, Lesley Dudley—Light weight but charming adventures of children off to see Coronation—82m.—6-26-57—4342—EC—English.  
**MONSTER FROM GREEN HELL**—MD—Jim Davis, Barbara Turner—Horror item for lower half—71m.—5-29-57—4334.  
**1,000 YEARS FROM NOW**—MD—Robert Clarke, Margaret Field—Reissue of "Captive Women" should be exploitable—65m.—4-3-57—4307.  
**PRIVATE'S PROGRESS**—C—Richard Attenborough, Dennis Price—Highly amusing import—96m.—9-5-56—4214—English.  
**ROCK, ROCK, ROCK**—MU—Tuesday Weld, Alan Freed, Frankie Lyman—Picture with the beat, okay dualler—83m.—12-26-56—4266.  
**SCANDAL IN SORRENTO**—C—Vittorio De Sica, Sophia Loren—Cute entry from abroad—92m.—4350—TC—CS—Italian; dubbed in English—(B).  
**WOMAN OF ROME**—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots or exploitation houses—93m.—1-23-57—4277—(C)—Italian—Dubbed in English.

## TO BE REVIEWED

**EVERY SECOND COUNTS**—Barbara Laage—(Subtitled).  
**HELL IN KOREA**—Stanley Baker, George Baker—English.  
**LOSER TAKES ALL**—Rosanno Brazzi, Glynis Johns—EC—CS—English—(B).  
**MILLER'S BEAUTIFUL WIFE, THE**—Vittorio De Sica, Sophia Loren—TC—Titles.  
**UNNATURAL**—Hildegard Neff, Eric Von Stroheim.  
**WIDOW, THE**—Patricia Roc, Akim Tamiroff—English.

## MGM

**BARRETT'S OF WIMPOLE STREET, THE** (718)—MD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—1-23-57—4277—MC—CS—English.

**BOOM TOWN** (704)—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—10-31-56—4242—RE.

**BOYS' TOWN** (716)—MD—Spencer Tracy, Mickey Rooney, Henry Hull—Reissue of top-notch family meller—96m.—1-23-57—4278—RE.

**BRIDE GOES WILD, THE** (732)—C—Van Johnson, June Allyson—Reissue of top-notch comedy—98m.—5-29-57—4334—RE.

**DECISION AGAINST TIME** (739)—D—Jack Hawkins, Elizabeth Sellars—Tense, well-made English drama—87m.—4350—English.

**DESIGNING WOMAN** (724)—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—3-20-57—4301—MC—CS—(B).

**EDGE OF THE CITY** (714)—D—John Cassavetes, Sidney Poitier, Kathleen Maguire—Off-beat drama has merit and many angles—85m.—1-9-57—4273.

**GASLIGHT** (725)—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—4-3-57—4307—RE.

**GREAT AMERICAN PASTIME, THE** (710)—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—11-28-56—4257.

**GREEN DOLPHIN STREET** (715)—D—Lana Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—1-23-57—4278—RE.

**GUN GLORY** (740)—W—Stewart Granger, Rhonda Fleming—Interesting western for the program—89m.—4350—MC—CS.

**HAPPY ROAD, THE**—C—Gene Kelly, Barbara Laage, Bobby Clark, Brigitte Fossey—Fine family fare—100m.—2-6-57—4285.

**HIGH SOCIETY** (637)—MU—Frank Sinatra, Grace Kelly, Bing Crosby—High rating amusement—107m.—7-25-56—4190—TC—VV—(B).

**HOT SUMMER NIGHT** (719)—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—Interesting program entry—86m.—2-6-57—4285.

**HOUSE OF NUMBERS**—D—Jack Palance, Barbara Lang, Harold J. Stone—Good program material—92m.—4350—CS—(B).

**IRON PETTICOAT, THE** (712)—C—Bob Hope, Katharine Hepburn, Noelle Middleton—Fairly amusing Hape entry—87m.—1-9-57—4274—TC—VV—(B).

**JULIE** (709)—MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—10-17-56—4237.

**LITTLE HUT, THE** (730)—C—Ava Gardner, Stewart Granger, David Niven—Sophisticated comedy should have considerable urban appeal and benefit everywhere from cast draw—90m.—5-15-57—4326—EC.

**LIVING IDOL, THE** (736)—D—Steve Forrest, Lilliane Montevecchi, James Robertson Justice—Colorful drama has angles—101m.—5-15-57—4326—EC—CS.

**LIZZIE** (722)—D—Eleanor Parker, Richard Boone, Joan Blondell—Psychological entry of a girl and her problems proves interesting—81m.—3-6-57—4298—(B).

**LUST FOR LIFE** (701)—D—Kirk Douglas, Anthony Quinn, Pamela Brown—Well-made entry for art, specialty and some class spots—122m.—9-19-56—4226—MC—CS.

**MAN ON FIRE** (735)—D—Bing Crosby, Inger Stevens, Mary Fickett—High rating drama—95m.—6-12-57—4338—(B).

**MARIE ANTOINETTE** (708)—D—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—11-14-56—4250—RE.

**MUTINY ON THE BOUNTY** (711)—MD—Charles Laughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—12-12-56—4261—RE.

**OPPOSITE SEX, THE** (705)—C—June Allyson, Joan Collins, Leslie Nielsen—Loaded with entertainment values—117m.—9-19-56—4226—MC—CS—(B).

**OUR VINES HAVE TENDER GRAPES** (733)—D—Edward G. Robinson—105m.—5-29-57—4334—RE.

**POSTMAN ALWAYS RINGS TWICE, THE** (726)—MD—Lana Turner, John Garfield, Cecil Kellaway—Names will send reissue into high grasses—113m.—4-3-57—4307—RE.

**POWER AND THE PRIZE, THE** (703)—D—Robert Taylor, Elisabeth Mueller, Burl Ives—Interesting drama of big business intrudes shining new female star—98m.—9-19-56—4226—CS.

**SEVENTH SIN, THE** (731)—D—Eleanor Parker, Bill Travers, George Sanders—Romantic drama offers much for femmes—94m.—5-29-57—4334—CS.

**SILK STOCKINGS** (737)—MU—Fred Astaire, Cyd Charisse, Janis Paige—High rating musical comedy—117m.—5-29-57—4334—MC—CS—(B).

**SLANDER** (717)—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama has powerful indictment of scandal magazines—81m.—12-26-56—4266.

**SOMETHING OF VALUE** (738)—MD—Rock Hudson, Dana Wynter, Sidney Poitier—Highly interesting adventure tale of modern Africa and its peoples—113m.—5-1-57—4318.

**TALE OF TWO CITIES, A** (707)—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—11-14-56—4250—RE.

**TARZAN AND THE LOST SAFARI** (728)—MD—Gordon Scott, Robert Beatty, Yolande Donlan—New Tarzan entry will please fans—80m.—4-3-57—4307—TC—English.

**TEA AND SYMPATHY** (702)—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama—122m.—10-3-56—4231—MC—CS—(B).

**TEAHOUSE OF THE AUGUST MOON, THE** (713)—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—10-31-56—4242—MC—CS.

**TEN THOUSAND BEDROOMS** (723)—C—Dean Martin, Anna Maria Alberghetti, Eva Bartok—Amusing entry has angles—114m.—2-20-57—4290—MC—CS.

**THESE WILDER YEARS** (636)—D—Barbara Stanwyck, James Cagney, Walter Pidgeon—Well-made adult drama with provocative theme—91m.—7-25-56—4190.

**THIS COULD BE THE NIGHT** (729)—C—Jean Simmons, Paul Douglas, Anthony Franciosa—Delightful entertainment—103m.—4-17-57—4313—CS—(B).

**VINTAGE, THE** (727)—D—Pier Angeli, Mel Ferrer, John Kerr—High rating drama features excellent performances; should appeal primarily in special situations—90m.—3-20-57—4302—MC—CS.

**WINGS OF EAGLES, THE** (720)—D—John Wayne, Dan Dailey, Maureen O'Hara—High rating entry of men and the U. S. Navy—110m.—2-6-57—4285—MC.

## TO BE REVIEWED

**ACTION OF THE TIGER**—Van Johnson, Martine Carol—EC—CS.

**BROTHERS KARAMAZOV, THE**—Yul Brynner, Maria Schell, Lee J. Cobb—MC.

**DON'T GO NEAR THE WATER**—Glenn Ford, Gia Scala, Anne Francis—MC—CS.

**HIRED GUN, THE**—Rory Calhoun, Anne Francis, Vince Edwards.

**I ACCUSE**—Jose Ferrer, Viveca Lindfors, Anton Walbrook—English.

**INVISIBILE BOY, THE**—Richard Eyer, Philip Abbott, Diane Brewster.

**JAILHOUSE ROCK**—Elvis Presley, Judy Tyler.

**LES GIRLS**—Gene Kelly, Mitzi Gaynor—Color—CS.

**RAINTREE COUNTY**—Montgomery Clift, Elizabeth Taylor—Color—CS.

**SADDLE THE WIND**—Robert Taylor, John Cassavetes, Julie London.

**SEVEN HILLS OF ROME**—Mario Lanza, Marisa Allasio—Italian-made.

**TIP ON A DEAD JOCKEY**—Robert Taylor, Dorothy Malone—CS.

**UNTIL THEY SAIL**—Jean Simmons, Joan Fontaine, Paul Newman.

## Paramount

**BEAU JAMES** (5612)—D—Bob Hope, Vera Ellen, Paul Douglas, Alexis Smith—Latest Bob Hope entertains—105m.—6-12-57—4338—TC—VV—(B).

**BUSTER KEATON STORY, THE** (5609)—C—Donald O'Connor, Ann Blyth, Rhonda Fleming—Entertaining biographic film should have nostalgic appeal—91m.—4-17-57—4313—VV.

**DELICATE DELINQUENT, THE** (5613)—C—Jerry Lewis, Darren McGavin, Martha Hyer—Interesting Jerry Lewis entry—101m.—4350—VV.

**FEAR STRIKES OUT** (5607)—D—Anthony Perkins, Karl Malden, Norma Moore—Interesting drama—100m.—2-6-57—4286—VV.

**FOR WHOM THE BELL TOLLS** (5614)—D—Gary Cooper, Ingrid Bergman, Akim Tamiroff—Reissue of one of the industry's great films—130m.—5-15-57—4326—TC—RE.

**FUNNY FACE** (5608)—MU—Audrey Hepburn, Fred Astaire, Kay Thompson—Highly entertaining musical—103m.—2-20-47—4291—TC—VV.

**GUNFIGHT AT THE OK CORRAL** (5610)—MD—Burt Lancaster, Kirk Douglas, Rhonda Fleming—Super western rates high—122m.—5-15-57—4326—TC—VV.

**HOLLYWOOD OR BUST** (5605)—C—Dean Martin, Jerry Lewis, Anita Eckberg—Average Martin and Lewis—95m.—12-12-56—4262—TC—VV—(B).

**LONELY MAN, THE** (5611)—D—Jack Palance, Anthony Perkins, Elaine Aiken—Outdoor action yarn is good program entry—87m.—5-15-57—4326—VV.

**LOVING YOU** (5616)—D—Elvis Presley, Lisabeth Scott, Wendell Corey—Elvis Presley rides high on the hawg—101m.—4350—TC—VV—(B).

**LUCY GALLANT** (5504)—MD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—10-19-56—4046—TC—VV.

**MOUNTAIN, THE** (5603)—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—10-3-56—4231—TC—VV.

**PARDNERS** (5523)—C—Dean Martin, Jerry Lewis, Lori Nelson—Amusing spoof of western yarns has names, laughs, and music to sell—88m.—8-22-56—4205—TC—VV.

**RAINMAKER, THE** (5606)—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—1-9-57—4274—TC—VV—(B).

**SEARCH FOR BRIDEY MURPHY** (5602)—D—Teresa Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—10-17-56—4237—VV—(B).

**TEN COMMANDMENTS, THE** (.....)—D—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—10-17-56—4237—TC—VV.

**THREE VIOLENT PEOPLE** (5604)—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—12-26-56—4267—TC—VV.

**VAGABOND KING, THE** (5601)—MU—Kathryn Grayson, Oreste, Rita Marenco—Average film musical will need plenty of help—88m.—9-5-56—4215—TC—VV.

**WAR AND PEACE** (5625)—D—Audrey Hepburn, Henry Fonda, Mel Ferrer, Vittorio Gassman—Filmization of outstanding literary work rates high—190m.—9-5-56—4215—TC—VV.

## TO BE REVIEWED

**DESIRE UNDER THE ELMS**—Sophia Loren, Anthony Perkins, Burl Ives.

**DEVIL'S HAIRPIN**—Cornel Wilde, Jean Wallace, Mary Astor—TC—VV.

**HOT SPELL**—Shirley Booth, Anthony Quinn—VV.

**JOKER IS WILD, THE**—Frank Sinatra, Mitzi Gaynor, Jeanne Crain—VV.

**OMAR KHAYYAM** (5615)—Cornel Wilde, Michael Rennie, Debra Paget—TC—VV.

**SAD SACK**—Jerry Lewis, David Wayne, Phyllis Kirk—TC—VV.

**SHORTCUT TO HELL**—Robert Ivers, Georgann Johnson, William Bishop.

**SPANISH AFFAIR**—Carmen Sevilla, Richard Kiley—Color—VV.

**TEACHER'S PET**—Clark Gable, Doris Day, Gig Young—VV.

**TIN STAR, THE**—Henry Fonda, Anthony Perkins, Betsy Palmer—VV.

**WOMAN OBSESSED, A**—Anna Magnani, Anthony Quinn, Anthony Franciosa—VV.

**ZERO HOUR**—Dana Andrews, Linda Darnell, Sterling Hayden.

## Rank

**OUT OF THE CLOUDS**—D—Anthony Steel, Robert Beatty, Margo Lorenz—Okay for program—80m.—4351—EC—English.

**REACH FOR THE SKY**—D—Kenneth More, Muriel Pavlow—Initial release of new company is interesting tale of English air hero—123m.—5-1-57—4318—English.

**THIRD KEY, THE**—D—Jack Hawkins, John Stratton, Dorothy Alison—Well-made mystery yarn—83m.—4351—English.

**TRIPLE DECEPTION**—MD—Michael Craig, Julia Arnall, Barbara Bates—High rating English meller—85m.—6-26-57—4342—TV—VV—English.

## TO BE REVIEWED

(All English-made)

**ALLIGATOR NAMED DAISY, AN**—Donald Sinden, Diana Dors, Jean Carson—TC—VV.

**AS LONG AS THEY'RE HAPPY**—Jack Buchanan—EC.

**BLACK TENT, THE**—Anthony Steel—TC—VV.

**CHECKPOINT**—Anthony Steel—EC—(B).

**GENTLE TOUCH, THE**—George Baker, Belinda Lee—TC.

**JACQUELINE**—John Gregson.

**PURSUIT OF THE GRAF SPEE**—John Gregson—TC—VV.

**SPANISH GARDENER**—Dirk Bogarde—TC—VV.

**TOWN LIKE ALICE, A**—Virginia McKenna, Peter Finch.

**VALUE FOR MONEY**—John Gregson, Diana Dors—TC—VV—(B).

## Republic

**ABOVE US THE WAVES** (5601)—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—1-9-57—4274—English.

**ACCUSED OF MURDER** (5603)—MD—David Brian, Vera Ralston, Sidney Blackmer—Adequate programmer—74m.—2-6-57—4286—TR—NA.

**AFFAIR IN RENO** (5607)—C—John Lund, Doris Singleton, John Archer—Average programmer—75m.—4-17-57—4314—NA—(B).

**BEGINNING OF THE END** (5660)—MD—Peggie Castle, Peter Graves—Science fiction entry should please harrar fans—73m.—4351—(AB—PT).

**CIRCUS GIRL** (5606)—MD—Kristina Soderbaum—Lower half filler—88m.—9-5-56—4216—Color—Made Abroad.

**DAKOTA INCIDENT** (5510)—MD—Linda Darnell, Dale Robertson, John Lund—Good programmer—88m.—8-6-56—4197—TR.

**DANIEL BOONE, TRAIL BLAZER** (5513)—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western far lower half—76m.—10-31-56—4243—TR.

**DUEL AT APACHE WELLS** (5606)—W—Anna Maria Alberghetti, Ben Cooper, Jim Davis—Lower half western—70m.—4-3-57—4307—NA.

**HELLS CROSSROADS** (5608)—W—Stephen McNally, Peggie Castle, Robert Vaughn—Better than average western—73m.—4-3-57—4307—NA—(B).

**JOURNEY TO FREEDOM**—MD—Jacques Scott, Jean Ann Lewis—Filler far lower half—60m.—4351.

LISBON (5512)—MD—Ray Milland, Maureen O'Hara, Claude Rains—Entertaining meller—90m.—8-8-56—4198—TR—NA—(B).  
 MAN IN THE ROAD, THE (5610)—MD—Derek Farr, Ella Raines, Donald Wolfitt—For the lower half—83m.—5-15-57—4327—English.  
 MAN IS ARMED, THE (5538)—MD—Dane Clark, William Talman, May Wynn—Okay dualler—70m.—3-20-57—4302.  
 SCANDAL, INC. (5514)—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—11-28-56—4258.  
 SPOILERS OF THE FOREST (5609)—MD—Rod Cameron, Vera Ralston, Ray Collins—For the lower half—69m.—5-29-57—4334—TR—NA.  
 STRANGE ADVENTURE, A (5537)—MD—Joan Evans, Ben Cooper, Marla English—For the lower half—70m.—10-31-56—4243—(B).  
 TEARS FOR SIMON (5604)—MD—David Farrar, Julia Arnall, David Knight—Good suspenseful import—91m.—2-20-57—4291—EC—English.  
 THUNDER OVER ARIZONA (5511)—W—Skip Homeier, Kristine Miller—Okay supporting feature—75m.—9-5-56—4216—TR—NA.  
 UNEARTHLY, THE (5661)—MD—John Carradine, Allison Hayes—Mediocre horror entry—73m.—4351—(AB-PT).  
 WEAPON, THE (5611)—MD—Steve Cochran, Elizabeth Scott, Herbert Marshall—Fast paced meller should please—80m.—6-26-57—4342—English.  
 WOMAN'S DEVOTION, A (5602)—D—Ralph Meeker, Janice Rule, Paul Henreid—For the program—88m.—12-12-56—4262—TR.

## TO BE REVIEWED

CONGRESS DANCES, THE—Rudolf Prack, Johanna Matz—TC—CS—German.  
 IN OLD VIENNA—Heinz Roettinger, Robert Killick—TC—German.  
 LAST STAGECOACH WEST—Jim Davis, Mary Castle, Victor Jory—NA.  
 LAWLESS EIGHTIES, THE—Buster Crabbe, Marilyn Saris—NA.  
 PAWNEE—George Montgomery, Lola Albright, Bill Williams—TR.  
 TAMING SUTTON'S GAL—John Lupton, Gloria Talbott—NA.  
 TIME IS MY ENEMY—Dennis Price, Renee Asherson, Susan Shaw.  
 WAYWARD GIRL, THE—Marcia Henderson, Peter Walker.  
 YOUNG MOTHER—Mary Webster, William Campbell, Martha Scott—(AB-PT).

## Trans-Lux

LA STRADA—D—Anthony Quinn, Richard Basehart, Guilietta Masina—One of the better Italian imports—115m.—8-22-56—4206—Italian—Titles—(B).

## TO BE REVIEWED

BED OF GRASS—Anna Brazzou—Greek.  
 DANGER FLIGHT 931—Dany Robin, Dieter Barsche, Simone Renant—(Darvey).  
 FOUR BAGS FULL—Jean Gabin, Bourvil—French.

## 20th Century-Fox

ABDUCTORS, THE (726)—MD—Victor McLaglen, Gaven Muir, Fay Spaln—For the lower half—80m.—4352—RS.  
 ANASTASIA (627)—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmation of stage play—105m.—12-26-56—4267—DC—CS.  
 BADLANDS OF MONTANA (716)—W—Rex Reason, Beverly Garland—Actionful, adult western—75m.—5-15-57—4327—RS—(B).  
 BAREFOOT BATTALION (617)—D—Maria Costi—Realistic offering may appeal to art or Greek spots—63m.—7-25-56—4190—Greek—Titles.  
 BERNARDINE (723)—C—Pat Boone, Terry Moore, Janet Gaynor—Good entry for the younger set—95m.—4352—DC—CS.  
 BEST THINGS IN LIFE ARE FREE, THE (625)—MU—Gordon MacRae, Dan Dailey, Sheree North—Highly entertaining musical—104m.—10-3-56—4234—DC—CS.  
 BETWEEN HEAVEN AND HELL (621)—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war drama—94m.—10-17-56—4238—DC—CS.  
 BIGGER THAN LIFE (620)—D—James Mason, Barbara Rush—Exploitable drama—95m.—8-8-56—4198—DC—CS.  
 BLACK WHIP, THE (628)—W—Hugh Marlowe, Coleen Gray—Adult, off-beat western—77m.—12-26-56—4267—RS—(B).  
 BOY ON A DOLPHIN (714)—D—Alan Ladd, Clifton Webb, Sophia Loren—Well-made, interesting adventure yarn benefits from colorful location filming—111m.—4-17-57—4314—DC—CS—(B).  
 BREAK IN THE CIRCLE (711)—MD—Forrest Tucker, Eva Bartok—Okay for lower half—69m.—5-15-57—4327—England.  
 BUFFALO BILL (662)—D—Joel McCrea, Maureen O'Hara, Linda Darnell—High rating reissue—92m.—7-25-56—4190—RE.  
 BUS STOP (618)—C—Marilyne Monroe, Don Murray, Arthur O'Connell—Highly entertaining comedy is loaded with laughs, name value, and headed far top grasses—95m.—8-22-56—4206—DC—CS—(B).  
 CHINA GATE (715)—MD—Gene Barry, Angie Dickinson, Nat "King" Cole—Suspenseful adventure yarn for the program—97m.—5-15-57—4327—CS.  
 CRASH DIVE (665)—MD—Tyrone Power, Anne Baxter, Dana Andrews—Sock service show reissue—105m.—8-8-56—4198—RE.  
 DESK SET (719)—C—Spencer Tracy, Katharine Hepburn—Highly amusing comedy—103m.—5-15-57—4328—DC—CS.  
 DESPERADOS ARE IN TOWN, THE (626)—W—Robert Arthur, Kathy Nolan—Okay western—73m.—11-28-56—4258—RS.  
 GIRL CAN'T HELP IT, THE (629)—MUC—Tom Ewell, Jayne Mansfield, Edmond O'Brien—Highly entertaining entry—99m.—1-9-57—4274—DC—CS—(B).  
 HALLS OF MONTEZUMA (664)—D—Richard Widmark, Jack Palance, Reginald Gardner—Better war film reissue—112m.—8-8-56—4198—RE.  
 HATFUL OF RAIN, A (925)—D—Eva Marie Saint, Don Murray, Anthony Franciosa—Powerful drama features top performances—109m.—6-26-57—4342—CS.  
 HEAVEN KNOWS, MR. ALLISON (710)—D—Deborah Kerr, Robert Mitchum—Warm drama of a Nun and a Marine should have wide appeal—105m.—3-20-57—4302—DC—CS.  
 ISLAND IN THE SUN (721)—D—James Mason, Joan Fontaine, Harry Belafonte—Off-beat drama has lots to offer—119m.—6-26-57—4343—DC—CS—(B).  
 KRONOS (712)—MD—Jeff Morrow, Barbara Lawrence—Interesting tale of thing from space—78m.—5-1-57—4318—RS.  
 LAST WAGON, THE (619)—Richard Widmark, Felicia Farr—High rating adventure drama—99m.—11-28-56—4216—DC—CS.  
 LOVE ME TENDER (624)—MD—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a boxoffice winner—89m.—11-28-56—4258—CS—(B).  
 LURE OF THE SWAMP (722)—MD—Marshall Thompson, Willard Parker, Joan Vohs—Lower half filler—74m.—6-12-57—4338—RS.

OASIS (632)—MD—Michele Morgan, Pierre Brasseur, Cornell Borchers—Mediocre programmer—84m.—1-23-57—4278—EC—CS—Morocco—(B).  
 OH, MENI OH, WOMENI (706)—C—Dan Dailey, Ginger Rogers, David Niven—Film version of play has name values but is only mildly amusing—90m.—2-20-57—4291—DC—CS.  
 OKLAHOMA! (630)—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—11-14-56—4251—TC—CS—Magna.  
 QUEEN OF BABYLON, THE (616)—MD—Rhonda Fleming, Ricardo Montalban—Import for exploitation and specialty spots—98m.—8-8-56—4198—TC—Italy—(B).  
 QUIET GUN, THE (702)—W—Forrest Tucker, Mara Corday—For the lower half—77m.—2-20-57—4291—RS.  
 RAWHIDE (663)—W—Tyrone Power, Susan Hayward, Hugh Marlowe—Reissue of well-made outdoor show has names to help—86m.—7-25-56—4191—RE.  
 REBECCA (666)—D—Laurence Olivier, Joan Fontaine, George Sanders—Hitchcock version of mystery best-seller should do okay as reissue—129m.—9-5-56—4216—Selznick—RE.  
 RESTLESS BREED, THE (718)—W—Scott Brady, Anne Bancroft—For the duallers—81m.—5-15-57—4328.  
 RIVER'S EDGE, THE (708)—D—Ray Milland, Debra Paget, Anthony Quinn—Good cast struggles through mediocre story—86m.—4-3-57—4308—DC—CS—(B).  
 SHE DEVIL (713)—MD—Mari Blanchard, Jack Kelly, Albert Dekker—Okay lower half entry—77m.—5-1-57—4319—RS—(B).  
 SMILEY (703)—D—Sir Ralph Richardson, John McCallum—Import for the program—97m.—2-20-57—4292—TC—CS—Australia.  
 STAGECOACH TO FURY (623)—W—Forrest Tucker, Marl Blanchard, Wallace Ford—Good western for the duallers—76m.—10-17-56—4238—RS.  
 STORM RIDER, THE (709)—W—Scott Brady, Mala Powers, Bill Williams—Satisfactory western for lower half—70m.—3-20-57—4302—RS.  
 TEENAGE REBEL (622)—D—Ginger Rogers, Michael Rennie—Interesting mother-daughter story should have family appeal—94m.—11-14-56—4251—CS—(B).  
 THIRD MAN, THE (667)—MD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—10-31-56—4243—RE.  
 THREE BRAVE MEN (701)—D—Ray Milland, Ernest Borgnine, Nina Foch—Topical, thought-provoking drama has documentary flavor—88m.—1-23-57—4278—CS.  
 TRUE STORY OF JESSE JAMES, THE (704)—MD—Robert Wagner, Jeffrey Hunter, Hope Lange—The James Bays ride again in satisfactory programmer—92m.—2-20-57—4292—DC—CS—(B).  
 TWO GROOMS FOR A BRIDE (705)—C—John Carroll, Virginia Bruce—Lower half filler—73m.—4352—English—(B).  
 WAY TO THE GOLD, THE (717)—MD—Jeffrey Hunter, Sheree North, Barry Sullivan—Mild melodrama for the program—94m.—5-15-57—4328—CS.  
 WAYWARD BUS, THE (720)—D—Joan Collins, Jayne Mansfield, Dan Dailey—Good name values will boost episodic drama—89m.—6-12-57—4338—CS.  
 WOMEN OF PITCAIRN ISLAND, THE (631)—MD—James Craig, Lynn Bari, Arleen Whelan—Exploitable programmer—72m.—12-26-56—4267—RS.

## TO BE REVIEWED

AFFAIR TO REMEMBER, AN—Cary Grant, Deborah Kerr, Richard Denning—DC—CS.  
 APACHE WARRIOR—Keith Larsen, Eugenia Paul, Jim Davis—RS.  
 APRIL LOVE—Pat Boone, Shirley Jones, Arthur O'Connell—DC—CS.  
 BACK FROM THE DEAD—Arthur Franz, Peggie Castle, Marsha Hunt.  
 BEAUTIFUL BUT DANGEROUS—Gina Lollobrigida, Vittorio Gassman, Robert Alda—Italian—(B).  
 COPPER SKY, THE—Coleen Gray, Jeff Morrow.  
 DARK VALOR—Rex Reason, Henry Morgan, Steve Brodie—RS.  
 DERRSLAYER, THE—Rex Barker, Forest Tucker, Cathy O'Donnell—Color—CS.  
 ENEMY BELOW, THE—Robert Mitchum, Kurd Jurgens, Frank Albertson—DC—CS.  
 FAREWELL TO ARMS—Jennifer Jones, Rock Hudson, Vittorio DeSica—DC—CS.  
 FORTY GUNS—Barbara Stanwyck, Gene Barry, Barry Sullivan—CS.  
 GOD IS MY PARTNER—Walter Brennan, John Hoyt, Marion Ross—RS.  
 HELL ON DEVIL'S ISLAND—Helmut Dantine, William Talman, Jean Willis.  
 KISS THEM FOR ME—Cary Grant, Jayne Mansfield, Suzy Parker—DC—CS.  
 MOTHER WAS A STRIPPER—Virginia Field, Les Brown and Band, Douglas Kennedy.  
 NO DOWN PAYMENT—Jeffrey Hunter, Sheree North, Tony Randall—CS.  
 OTHER ONE, THE—Arthur Franz, Peggie Castle, Marsha Hunt—RS.  
 PEYTON PLACE—Lana Turner, Lloyd Nolan, Hope Lange—DC—CS.  
 RIDE A VIOLENT MILE—John Agar, Penny Edwards—RS.  
 SEAWIFE—Richard Burton, Joan Collins—Color—CS.  
 STOPOVER TOKYO—Robert Wagner, Joan Collins, Edmond O'Brien—DC—CS.  
 SUN ALSO RISES, THE—Ava Gardner, Tyrone Power, Errol Flynn, Mel Ferrer—DC—CS.  
 THREE FACES OF EVE—David Wayne, Joanne Woodward—CS.  
 UNKNOWN TERROR—Paul Richards, Mala Powers—RS.  
 WILL SUCCESS SPOIL ROCK HUNTER?—Jayne Mansfield, Tony Randall, Joan Blondell—DC—CS.  
 WOMAN WITH A WHIP—Barbara Stanwyck, Barry Sullivan, Dean Jagger—(CinemaScope).  
 YOUNG LIONS, THE—Marlon Brando, Montgomery Clift, Joanne Woodward—CS.

## United Artists

AMBASSADOR'S DAUGHTER, THE—C—Olivia de Havilland, John Forsythe, Myrna Loy—Suave farce for the class spots—102m.—7-25-56—4191—TC—CS—Krasna.  
 AROUND THE WORLD IN 80 DAYS—C—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertainment—173m.—10-31-56—4253—EC—Todd—AO.  
 ATTACK—D—Jack Palance, Eddie Albert, William Smithers—Powerful war film should stimulate favorable word of mouth and turnstile activity—107m.—9-5-56—4217—Aldrich.  
 BACHELOR PARTY, THE—D—Don Murray, Patricia Smith, Jack Warden—Highly interesting entry—93m.—3-20-57—4303—Hecht—Lancaster—(B).  
 BAILOUT AT 43,000—MD—John Payne, Karen Steele, Paul Kelly—Okay programmer—78m.—5-1-57—4319—Pine—Thomas.  
 BANDIDO—MD—Robert Mitchum, Ursula Thiess, Gilbert Roland—Large scale action film of Mexican revolution—92m.—8-22-56—4206—DC—CS—Jacks—(B).  
 BAYOU—D—Peter Graves, Lita Milan—Filler for lower half—88m.—6-26-57—4343—(Ripps) (B).  
 BEAST OF HOLLOW MOUNTAIN, THE—MD—Guy Madison, Patricia Medina—Outdoor offering lends itself to exploitation—79m.—8-22-56—4206—DC—CS—Nassour.  
 BIG BOODLE, THE—MD—Errol Flynn, Rosanna Rory—Programmer has intrigue, action, and adventure—83m.—2-6-57—4286—Blumberg—(B).  
 BIG CAPER, THE—MD—Rory Calhoun, Mary Costa—Good programmer—84m.—4-17-57—4314—Pine—Thomas—(B).  
 BOSS, THE—MD—John Payne, Gloria McGhee—Interesting program entry—89m.—9-5-56—4217—Seltzer.  
 BRASS LEGEND, THE—W—Hugh O'Brien, Nancy Gates—For the lower half—79m.—12-12-56—4262—Goldstein.

**BUCKSKIN LADY, THE**—W—Patricio Medina, Richard Denning, Gerald Mohr—Adult western—66m.—4352—Bishop-Hittleman—(B).

**CRIME OF PASSION**—MD—Barbara Stanwyck, Sterling Hayden—Fine acting lifts crime meller above average program fare—84m.—1-23-57-4278—Goldstein—(B).

**DANCE WITH ME HENRY**—C—Lou Costello, Bud Abbott—Mediocre Abbott and Costello entry for the duallers—79m.—12-26-56-4270—Goldstein.

**DELINQUENTS, THE**—MD—Tom Laughlin, Peter Miller—Ineffective treatment of juvenile delinquency theme strives for sensation—71m.—3-6-57-4298—Imperial—(B).

**DRANGO**—D—Jeff Chandler, John Lupton, Joanne Dru—Absorbing post-Civil War drama—92m.—1-23-57-4279—Earlmar.

**FIVE STEPS TO DANGER**—MD—Ruth Roman, Sterling Hayden—Interesting meller for the program—80m.—1-23-57-4279—Kesler.

**FLIGHT TO HONG KONG**—MD—Rory Colhoun, Barbara Rush—For the lower half—10-3-56-4234—Sabre—(B).

**FOUR BOYS AND A GUN**—MD—Frank Sutton, Torry Green—Lower half filler—73m.—1-9-57-4275—Security.

**FURY AT SUNDOWN**—W—John Derek, Corolyn Craig—For the lower half—75m.—4-3-57-4308—Goldstein.

**GUN BROTHERS**—MD—Buster Crobbe, Ann Robinson, Neville Brand—Western meller for the lower half—79m.—9-5-56-4217—Grant.

**GUN DUEL IN DURANGO**—W—George Montgomery, Ann Robinson, Bobby Clark—Okay western—73m.—5-1-57-4319—Peerless.

**GUN THE MAN DOWN**—W—James Arness, Angie Dickinson—For the lower half—78m.—11-28-56-4258—Morris-McLaglen.

**HALLIDAY BRAND, THE**—D—Joseph Cotten, Viveca Lindfors, Betsy Blair—Names, interesting story lifts western above average program fare—77m.—2-6-57-4286—Young.

**HIDDEN FEAR**—MD—John Payne, Natolie Norwick, Alexander Knox—Lower half entry—83m.—4352—St. Aubrey-Kohn.

**HIT AND RUN**—MD—Cleo Moore, Hugo Hoas—Sordid adult drama is exploitable program fare—84m.—3-20-57-4303—Haas.

**HOT CARS**—MD—John Bromfield, Joi Lansing—Lower half filler—60m.—8-22-56-4206—Bel-Air—(B).

**HUK!**—MD—George Montgomery, Mono Freeman—Okay action film—84m.—7-8-56-4199—EC—(Young).

**IRON SHERIFF, THE**—W—Sterling Hayden, Constance Ford—Interesting western should do well as part of the program—73m.—4-3-57-4308—Grand.

**KING AND FOUR QUEENS, THE**—W—Clark Goble, Eleanor Parker, Jo Von Fleet—Western has names to draw but suffers from lack of action—86m.—12-26-56-4270—DC—CS—Russ-Field—Gabc—(B).

**MAN FROM DEL RIO**—W—Anthony Quinn, Katy Jurado—Well conceived western should please wide variety of patrons—82m.—10-17-56-4239—Jacks.

**MEN IN WAR**—MD—Robert Ryan, Aldo Ray—Well-made war film—104m.—2-6-57-4287—Security.

**MONSTER THAT CHALLENGED THE WORLD, THE**—MD—Tim Holt, Audrey Dalton—83m.—4335—(Gromercy).

**MONKEY ON MY BACK**—D—Cameron Mitchell, Dionne Foster—Powerful Barney Ross bio-film is highly exploitable—93m.—5-29-57-4334—(Small)—(B).

**MONTE CARLO STORY, THE**—C—Marlene Dietrich, Vittorio DeSica—Colorful comedy, but slow in spots—99m.—6-26-57-4343—TC—TE—(Titanus)—European made.

**OUTLAW'S SON**—W—Dane Clark, Ben Cooper, Lori Nelson—Fair western—89m.—4352—Bel-Air.

**PEACEMAKER, THE**—W—James Mitchell, Rosemorie Bowe—Religious western for duallers, small towns—81m.—11-14-56-4251—Makelim.

**PHARAOH'S CURSE**—MD—Mark Dono, Ziva Rodonn—Lower half entry—66m.—2-20-57-4292—Bel-Air.

**PRIDE AND THE PASSION, THE**—MD—Cory Grant, Sophia Loren, Frank Sinatra—High rating entertainment—131m.—4353—TC—VV—Kromer—(B).

**REVOLT AT FORT LARAMIE**—D—John Dehner, Gregg Palmer—Good programmer holds interest despite lack of name values—73m.—3-20-57-4303—DC—Bel-Air.

**RIDE BACK, THE**—W—Anthony Quinn, William Conrad, Lita Milan—Well-made and different western should please discriminating filmgoers—79m.—5-1-57-4319—Aldrich.

**RUN FOR THE SUN**—MD—Richard Widmark, Trevor Howard, Jane Greer—Program meller—98m.—8-8-56-4199—TC—SS—Russ-Field.

**RUNNING TARGET**—MD—Doris Dowling, Arthur Franz—For the lower half—83m.—11-28-56-4259—DC—Canyon.

**SAINT JOAN**—D—Richard Widmark, Richard Todd, Jean Seberg—Excellent production of Shaw drama is a natural for discriminating audiences; but needs extra selling in most situations—110m.—5-15-57-4328—Preminger.

**SHARKFIGHTERS, THE**—D—Victor Mature, Karen Steele—Okay programmer holds interest—73m.—10-31-56-4244—TC—CS—Goldwyn, Jr.

**SPRING REUNION**—D—Dona Andrews, Betty Hutton, Jean Hagen—Moderate programmer has good name values—79m.—4-3-57-4308—Bryna.

**SWEET SMELL OF SUCCESS**—D—Burt Lancaster, Tony Curtis, Susan Harrison—Unpleasant drama has good name values—96m.—4343—(Hecht-Hill-Lancaster)—(B).

**TOMAHAWK TRAIL**—OD—Chuck Connors, Susan Cummings—Lower half filler—60m.—12-26-56-4270—Bel-Air.

**TROOPER HOOK**—W—Joel McCrea, Barbara Stanwyck—Good outdoor action yarn for the program—81m.—6-26-57-4343—(Fielding).

**12 ANGRY MEN**—D—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—3-6-57-4298—Orion-Nova.

**VAMPIRE, THE**—MD—John Seal, Colleen Gray—Horror entry for lower half—74m.—6-26-57-4344—(Gromercy).

**VOODOO ISLAND**—MD—Boris Karloff, Beverly Tyler—Lower half horror entry—76m.—2-20-57-4292—Bel-Air.

**WAR DRUMS**—W—Lex Barker, Joan Taylor, Ben Johnson—Okay programmer—75m.—4-3-57-4308—DC—Bel-Air.

**WILD PARTY, THE**—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art specialty and exploitation houses—81m.—12-12-56-4263—Security—(8).

TO BE REVIEWED

**BOP GIRL GOES CALYPSO**—Judy Tyler, Bobby Troup, Margo Woods—(Bel-Air)—(B).

**CALYPSO ISLAND**—Morie Windsor, Vince Edwards—(Made in B.W.I.)—(Security).

**CARELESS YEARS, THE**—Natalie Trundy, Deon Stockwell, Catherine McLeod—(Bryna).

**CARGO X**—John Russell, June Blair—(Bel-Air).

**CHICAGO CONFIDENTIAL**—Brian Keith, Beverly Garland, Dick Foran—(Peerless).

**DALTON GIRLS**—Penny Edwards, Merry Anders—(Bel-Air).

**ENEMY FROM SPACE**—Brien Donlevy, Sidney James, John Longden—(Hinds).

**FORT BOWIE**—Ben Johnson, Jan Harrison, Kent Taylor—(Bel-Air).

**FUZZY PINK NIGHTGOWN, THE**—Jane Russell, Keenan Wynn, Ralph Meeker—(Russ-Field).

**GIRL IN THE BLACK STOCKINGS, THE**—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air)—Leg.: B.

**GUN FEVER**—Mark Stevens, Jana Davi—(Jackson-Weston).

**GUNSIGHT RIDGE**—Joel McCrea, Mark Stevens, Joan Weldon—(Libra).

**JUNGLE HEAT**—Lex Barker, Mari Blanchard—(Made in Hawaii)—(Bel-Air).

**KILLER ON THE WALL**—Richard Boone, Theodore Bikel, Peggy Maurer—(Maxim).

**LADY OF VENGEANCE**—Dennis O'Keefe—(Balaban)—(English-made)—Leg.: B.

**LEGEND OF THE LOST**—John Wayne, Sophie Loren—(Technicolor)—(Bat-Jac).

**MAN ON THE PROWL**—Mola Powers, James Best—(Jana-Lesser).

**MY GUN IS QUICK**—Robert Bray, Whitney Blake, Pamela Duncan—(Porklane)—(B).

**PARIS HOLIDAY**—Bob Hope, Fernandel, Anito Eckberg—(Technicolor)—(Eastman Color)—(Made in France)—(Tolda).

**PATHS OF GLORY**—Kirk Douglas, Rolph Meeker, Adolphe Menjou—(Bryna).

**PISTOLERO**—Jock Palanca—(Philip Waxman).

**QUIET AMERICAN, THE**—Audie Murphy, Michael Redgrave, Georgia Moll—(Figaro)—(Made in Viet-Nam).

**RIDE OUT FOR REVENGE**—Rory Colhoun, Glorio Grahame, Lloyd Bridges—(Bryna).

**SAVAGE PRINCESS**—(Indian-made)—(Print by Technicolor)—(Mehboob).

**STREET OF SINNERS**—George Montgomery, Geraldine Brooks—(Security)—Leg.: B.

**TIGER BY THE TAIL**—Lorry Parks, Constance Smith—(Canyon).

**TIME LIMIT**—Richard Widmark, Richard Basehart, Dolores Michaels—(Heath).

**VALERIE**—Anita Ekberg, Anthony Steele, Sterling Hayden—(Makelim)—(B).

**VIKINGS, THE**—Kirk Douglas, Tony Curtis, Ernest Borgnine, Janet Leigh—TC—VV—(Bryna).

**WINK OF AN EYE**—Jonathon Kidd, Doris Dowling, Barbara Turner—(Ivor).

**WITNESS FOR THE PROSECUTION**—Tyron Power, Marlene Dietrich, Charles Laughton—(Small).

Universal-International

**BACK FROM ETERNITY (703)**—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—9-19-56-4227—RKO.

**BATTLE HYMN (5712)**—D—Rock Hudson, Don Duryea, Martha Hyer—Well-made entry should have wide appeal—108m.—12-26-56-4270—TC—CS.

**BEYOND A REASONABLE DOUBT (702)**—MD—Dona Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—9-19-56-4227—RKO.

**BRAVE ONE, THE (706)**—D—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—10-3-56-4231—TC—CS—RKO.

**BUNDLE OF JOY (710)**—C—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—12-12-56-4262—TC—RKO.

**CURUCU, BEAST OF THE AMAZON (5703)**—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—11-14-56-4251—EC—(B).

**DEADLY MANTIS, THE (5719)**—MD—Craig Stevens, William Hopper, Alix Talton—Fair lower half offering—78m.—4-3-57-4309.

**DEATH OF A SCOUNDREL (707)**—D—George Sanders, Yvonne DeCarlo, Victor Jory—Interesting drama has names and exploitable story values—119m.—11-14-56-4250—RKO.

**DOCTOR AT LARGE**—C—Dirk Bogarde, Muriel Pavlow, Donald Sinden—Highly humorous import—98m.—6-26-57-4344—EC—VV—English.

**EDGE OF HELL (5633)**—D—Hugo Hoas, Francesca De Scaffa—For the lower half or the art and specialty spots—78m.—7-25-56-4191.

**EVERYTHING BUT THE TRUTH (5704)**—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertimento—83m.—11-14-56-4251—EC.

**FIRST TRAVELING SALESLADY, THE (701)**—C—Ginger Rogers, Barry Nelson, Carol Channing—Moderate, light-hearted offering has good name values—92m.—9-5-56-4206—TC—RKO.

**FOUR GIRLS IN TOWN (5706)**—C—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—12-12-56-4263—CS—TC—(8).

**FRANCIS IN THE HAUNTED HOUSE (5625)**—C—Mickey Rooney, Virginia Welles, Paul Cavanagh—Okay series entry—80m.—7-25-56-4191.

**GIRL IN THE KREMLIN, THE (5718)**—MD—Lex Barker, Zsa Zso Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—5-1-57-4319—(8).

**GREAT MAN, THE (5708)**—D—Jose Ferrer, Deon Jagger, Julie London—Highly interesting drama—92m.—11-28-56-4259.

**GUN FOR A COWARD (5711)**—W—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoor fans—88m.—12-26-56-4271—EC—CS.

**INCREDIBLE SHRINKING MAN, THE (5715)**—MD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fiction entry—81m.—2-6-57-4287.

**INTERLUDE (5728)**—D—June Allyson, Rossano Brazzi—Powerful romance should appeal to femme trade—89m.—6-26-57-4344—TC—CS.

**I'VE LIVED BEFORE (5632)**—D—Jock Mahoney, Leigh Snowden, Ann Harding—For the lower half—82m.—7-25-56-4191.

**ISTANBUL (5709)**—MD—Errol Flynn, Cornell Borchers, John Bentley—Okay programmer has Flynn name to help—84m.—1-23-57-4279—TC—CS.

**JOE BUTTERFLY (5723)**—C—Audie Murphy, George Nader, Keenan Wynn, Kieke Shima—Highly amusing entry of G.I. occupation of Japan—90m.—5-1-57-4320—TC—CS.

**JOE DAKOTA (5730)**—W—Jock Mahoney, Luono Patten, Charles McGraw—Good off-beat western for the program—79m.—6-26-57-4344—EC.

**KELLY AND ME (5714)**—D—Van Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—1-23-57-4279—TC—CS.

**KETTLES ON OLD MAC DONALD'S FARM, THE (5721)**—C—Marilyn Main, Parker Fennelly, Glorio Albott—The Kettles are back for them that wants 'em—82m.—4353.

**KILLERS, THE (5781)**—MD—Burt Lancaster, Avo Gardner, Edmond O'Brien—Reissue has the angles—101m.—9-19-56-4227—RE.

**LAND UNKNOWN, THE (5727)**—MD—Jock Mahoney, Shawn Smith—Good science fiction entry—78m.—4353—CS.

**LARCENY (5685)**—MD—John Payne, Joan Caulfield, Dan Duryea, Shelley Winters—Good meller reissue—89m.—9-25-56-4182—RE.

**MAN AFRID (5720)**—MD—George Nader, Phyllis Thaxter, Tim Hovey—Good programmer—84m.—4-17-57-4314—CS.

**MAN IN THE VAULT (709)**—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—12-26-56-4267—RKO.

**MIDNIGHT STORY, THE (5726)**—MD—Tony Curtis, Marisa Pavan, Gilbert Roland—Interesting, well made melodrama—89m.—6-26-57-4344.

**MISTER CORY (5713)**—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—1-23-57-4280—EC—CS—(B).

**MOLE PEOPLE, THE (5702)**—MD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—11-14-56-4252.

**NIGHT PASSAGE (5725)**—MD—James Stewart, Audie Murphy, Dionne Foster—Entertaining outdoor action entry—90m.—6-26-57-4344—TC—Technirama.

**NIGHT RUNNER, THE (5710)**—MD—Ray Danton, Colleen Miller, Merry Anders—Psychological drama for lower half—79m.—1-23-57-4280.

**PILLARS OF THE SKY (5630)**—MD—Jeff Chandler, Dorothy Malone, Word Bond—Cavalry versus Indians has angles and possibilities—95m.—8-8-56-4199—TC—CS.

**PUBLIC PIGEON No. 1 (708)**—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skelton entry—79m.—5-1-57-4320—TC—RKO.

**RAW EDGE (5628)**—W—Rory Colhoun, Yvonne de Carlo, Mara Corday, Rex Reason—Okay western—70m.—7-25-56-4192—TC—(B).

**ROCK, PRETTY BABY (5707)**—MU—Sal Mineo, John Saxon, Luana Patten—Juveniles should be real "gone" on this one—89m.—11-28-56-4259—(B).

**RUN OF THE ARROW** (5729)—D—Rod Steiger, Sarita Montiel, Brian Keith—Good offbeat Indian and Cavalry yarn—6-12-57—4338—TC—RKO.

**SHAKEDOWN** (5686)—MD—Howard Duff, Brian Danlevy, Peggy Daw—Meller reissue has names to help—80m.—7-25-56—4192—RE.

**SHOWDOWN AT ABILENE** (5631)—W—Jack Mahoney, Martha Hyer, Lyle Bettger—Good western—80m.—8-22-56—4206—TC—(B).

**SLEEPING CITY, THE** (5782)—MD—Richard Conte, Calleen Gray, Richard Taber—Reissue is good meller—84m.—9-19-56—4227—RE.

**TAMMY AND THE BACHELOR** (5724)—C—Debbie Reynolds, Leslie Nielsen, Walter Brennan—89m.—5-29-57—4335—TC—CS.

**TARANTULA** (5605)—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—11-16-56—4063.

**TATTERED DRESS, THE** (5716)—D—Jeff Chandler, Jeanne Crain, Jack Carsan—Highly interesting entry—93m.—3-6-57—4298—CS.

**TENSION AT TABLE ROCK** (7041)—MD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—10-3-56—4231—TC—RKO.

**UNGUARDED MOMENT, THE** (5701)—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—9-5-56—4217—TC.

**WALK THE PROUD LAND** (5627)—W—Audie Murphy, Anne Bancroft, Pat Crowley—Interesting entry—88m.—7-25-56—4192—TC—CS.

**WRITTEN ON THE WIND** (5705)—D—Rack Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—10-3-56—4234—TC.

**YOUNG STRANGER, THE** (711)—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—2-20-57—4292—RKO.

## TO BE REVIEWED

**AMAZONS, THE**—Dan Taylor, Giana Sigale, Eduardo Ciannelli—Color.

**BADGE OF EVIL**—Charlton Heston, Orson Welles, Janet Leigh.

**BIG BEAT, THE**—William Reynolds, Andra Martin, Jeffrey Stone—Color.

**CHRISTMAS IN PARADISE**—Dan Duryea, Jan Sterling, Patty McCormack—Color—CS.

**DAMN CITIZEN!**—Keith Andes, Margaret Hayes, Gene Evans.

**ESCAPADE IN JAPAN**—Teresa Wright, Cameron Mitchell—Color—RKO.

**FEMALE ANIMAL, THE**—Hedy Lamarr, Jane Powell, George Nader—CS.

**FLOOD TIDE, THE**—George Nader, Carnell Bouchers—CS.

**DAY THEY GAVE BABIES AWAY, THE**—Cameron Mitchell, Glynis Johns—EC—RKO.

**GIRL MOST LIKELY, THE**—Jane Powell, Kaye Ballard, Tommy Noonan—RKO.

**I MARRIED A WOMAN**—George Gobel, Diana Dors, Jessie Rayce Landis—RKO.

**JET PILOT**—John Wyne, Janet Leigh, J. C. Flippen—119m.—TC—RKO.

**LADY TAKES A FLYER**—Lana Turner, Jeff Chandler—Color—CS.

**LAW OF THE TRIGGER, THE**—Fred MacMurray, John Weldon, John Ericson—CS.

**MAN OF A THOUSAND FACES, THE**—James Cagney, Dorothy Malone—CS.

**MONOLITH MONSTERS, THE**—Grant Williams, Lola Albright.

**MY MAN GODFREY**—June Allyson, David Niven, Martha Hyer—TC—CS.

**PAY THE DEVIL**—Jeff Chandler, Orson Welles, Colleen Miller—CS.

**PYLON**—Rock Hudson, Robert Stack, Dorothy Malone—CS.

**QUANTEZ**—Fred MacMurray, Dorothy Malone—EC—CS.

**SLAUGHTER ON TENTH AVENUE**—Richard Egan, Jan Sterling, Dan Duryea—CS.

**SLIM CARTER**—Jack Mahaney, Julie Adams, Tim Hovey—Color.

**SUMMER LOVE**—John Saxan, Judy Meredith, Jill St. John.

**THAT NIGHT**—John Beal, Augusta Dabney, Shepperd Strudwick—(716)—RKO.

**UNHOLY WIFE, THE**—Diana Dors, Rod Steiger, Tom Tryon—TC—RKO.

**VIOLATORS, THE**—Arthur O'Connell—RKO.

**WESTERN STORY, THE**—Jack Mahoney, Gilbert Roland, Linda Cristal—Color—CS.

## Warner Bros.

**AMAZON TRADER, THE** (4910)—COMP—John Suttan, Maria Fernanda—Interesting addition to the program—41m.—9-5-57—4220—WC

**BABY DOLL** (607)—D—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—12-12-56—4263—(C).

**BAD SEED, THE** (603)—D—Nancy Kelly, Patty McCormack, Henry Jones—Superior off-beat drama for discriminating audiences—129m.—9-5-56—4199.

**BIG LAND, THE** (610)—W—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in colorful outdoor show—93m.—2-6-57—4287—WC.

**BRIGHT LEAF** (633)—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—5-15-57—4329.

**BURNING HILLS, THE** (601)—W—Tab Hunter, Natalie Wood, Skip Homeier—Good outdoor action meller—92m.—9-5-56—4200—WC—CS.

**CRY IN THE NIGHT, A** (602)—MD—Edmond O'Brien, Brian Danlevy, Natalie Wood—Average meller for the dullers—75m.—9-5-56—4220.

**COUNTERFEIT PLAN, THE** (612)—MD—Zachary Scott, Peggine Castle—Slow moving English meller for the lower half—79m.—4-3-57—4309—England.

**CURSE OF FRANKENSTEIN, THE** (620)—MD—Peter Cushing, Christopher Lee, Hazel Court—Gruesome horror item—83m.—6-26-57—4345—Color—English.

**D.I., THE** (617)—D—Jack Webb, Don Dubbins, Jackie Loughery—Forceful and timely story of U. S. Marine recruiting—106m.—6-12-57—4338.

**DEEP ADVENTURE** (4912)—NOV—Ross Allen, Dattie Lee Phillips—Colorful addition to any program—46m.—4353—WC—(B).

**EAST OF EDEN** (414)—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—4-3-57—4309—WC—CS—RE.

**FACE IN THE CROWD, A** (616)—D—Andy Griffith, Patricia Neal, Anthony Franciosa—Impressive, compelling drama for adults—125m.—6-12-57—4339.

**GIANT** (606)—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—10-17-56—4239—WC.

**GIRL HE LEFT BEHIND, THE** (605)—C—Tab Hunter, Natalie Wood—Highly amusing entry—103m.—11-14-56—4252—(B).

**JIM THORPE—ALL-AMERICAN** (631)—D—Burt Lancaster, Charles Bickford, Steve Cochran—Names should land reissue in the better money—107m.—5-15-57—4329.

**PARIS DOES STRANGE THINGS** (611)—C—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—3-6-57—4299—TC—France—(B).

**PRINCE AND THE SHOWGIRL, THE** (618)—C—Marilyn Monroe, Laurence Olivier—117m.—5-29-57—4335—TC—(B).

**REBEL WITHOUT A CAUSE** (504)—D—James Dean, Natalie Wood—Dean name should still keep this in the better money—111m.—4-3-57—4309—WC—CS.

**RISE OF THE MOON, THE**—D—Cyril Cusack, Noel Purcell, Jack MacGawaran—Charming film of Ireland and its people—81m.—4353—Filmed in Ireland.

**SEVEN MEN FROM NOW** (526)—W—Randolph Scott, Gail Russell, Lee Marvin—Good western for program—78m.—7-25-56—4192—WC.

**SHOOT-OUT AT MEDICINE BEND** (615)—W—Randolph Scott, James Craig, Angie Dickinson—Okay Randolph Scott programmer—87m.—4-17-57—4315.

**SPIRIT OF ST. LOUIS, THE** (614)—D—James Stewart, Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—3-6-57—WC—CS.

**STRANGERS ON A TRAIN** (635)—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—5-15-57—4329.

**TOP SECRET AFFAIR** (609)—C—Susan Hayward, Kirk Douglas, Paul Stewart—Highly amusing comedy—100m.—1-23-57—4280—(B).

**TOWARD THE UNKNOWN** (604)—D—William Holden, Lloyd Nolan, Virginia Leith—Well-mode timely offering should register strongly of boxoffice—115m.—10-3-56—4234—WC.

**UNTAMED YOUTH** (613)—MD—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have youth appeal—80m.—4-3-57—4309—(8).

**WEST POINT STORY, THE** (634)—C—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—5-15-57—4329.

**WINNING TEAM, THE** (632)—D—Doris Day, Ronald Reagan, Frank Lovejoy—Name values should help reissue of baseball show—98m.—5-15-57—4329.

**WRONG MAN, THE** (608)—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—1-9-57—4275.

**X, THE UNKNOWN** (619)—MD—Dean Jagger, Edward Chapman—Okay science fiction entry for lower half—80m.—6-26-57—4345—English.

**YOUNG MAN WITH A HORN** (636)—D—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—5-15-57—4329.

## TO BE REVIEWED

**BAND OF ANGELS**—Clark Gable, Yvonne DeCarlo—WC.

**BLACK PATCH**—George Montgomery, Diane Brewster.

**BLACK SCORPION**—Richard Denning, Mara Corday.

**DARBY'S RANGERS**—Ethika Choureau, James Garner, Jack Warden—WC.

**DEEP SIX, THE**—Alan Ladd, Dianne Foster, William Bendix.

**GREEN EYES**—Susan Oliver, Linda Reynolds, Carla Meroy.

**HELEN MORGAN STORY, THE**—Ann Blyth, Paul Newman, Richard Carlson—CS.

**LEFT HANDED GUN, THE**—Paul Newman, Lita Milan.

**NO SLEEP TILL DAWN**—Karl Malden, Natalie Wood—WC—CS.

**NO TIME FOR SERGEANTS**—Andy Griffith, Myron McCormick, Nick Adams.

**OLD MAN AND THE SEA, THE**—Spencer Tracy—WC—CS.

**PAJAMA GAME, THE**—Doris Day, John Raitt, Carol Haney—WC—(8).

**SAYONARA**—Marlon Brando, Red Buttons, Patricia Owens—TE.

**STORY OF MANKIND, THE**—Ronald Colman, Hedy Lamarr, Charles Coburn.

**TENDER FURY**—Susan Oliver, Linda Reynolds, Carla Meroy.

**WITH YOU IN MY ARMS**—Tab Hunter, Ethika Choureau, J. Carroll Naish.

## English Films

(Distributors' addresses will be furnished on request)

**WEE GEORDIE**—C—Bill Travers, Alastair Sim, Sarah Gorton—Highly amusing entry—93m.—1-23-57—4280—Times.

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ANGELS OF DARKNESS**—D—Linda Darnell, Anthony Quinn, Valentina Cortese—Exploitation item—84m.—1-23-57—4281—Italy—Dubbed in English—Exelsior.

**BULLFIGHT—COMP**—Exciting documentary for art and specialty spots—75m.—8-8-56—4200—Janus.

**DOCTORS, THE**—D—Raymond Pellegrin—Good entry for art spots—92m.—10-31-56—4244—France—Titles—Unian-Kingsley Int.—(B).

**DON GIOVANNI—MU**—Filmed grand opera for art spots—153m.—2-20-57—4293—EC—Austria—Festival.

**EVIL FOREST, THE**—D—For the art spots and possible special showings—76½m.—7-25-56—4193—Spain—Dubbed in English—Studia.

**FRENCH CAN CAN**—MU—Jean Gabin—Interesting import—93m.—10-31-56—4244—TC—France—Titles—UMPO.

**FRUITS OF SUMMER**—C—Edwige Fenech—Amusing comedy for art spots—102m.—7-25-56—4193—France—Titles—Ellis—(C).

**INSIDE A GIRLS' DORMITORY**—C—Jean Marais, Françoise Arnoul—Amusing French who-done-it—100m.—11-14-56—4252—France—Titles—Ellis.

**LA SORCIERE**—D—Marina Vlady—Okay art house entry—97m.—1-23-57—4281—France—Titles—Ellis.

**LOST CONTINENT, THE**—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—4-3-57—4310—Color—CS—Italy—Lopert.

**MARCELINO**—D—Pablito Calvo—Interesting, charming import—99m.—10-31-56—4245—Spain—Titles—UMPO.

**MY SEVEN LITTLE SINS**—C—Maurice Chevalier—Cute, amusing import for art, specialty spots—98m.—7-25-56—4193—Color—France—Titles—Kingsley Int.—(B).

**NANA**—D—Mortine Carol, Charles Boyer—Lavish French drama is tasteless stuff—122m.—4355—EC—France—Titles—Times—(C).

**OBERSTEIGER DER (THE FOREMAN)**—C—Cute entry for foreign language and art spots—98m.—12-26-56—4271—Austria—Titles—Casina.

**PANTALOONS**—C—Fernandel—Amusing import with Fernandel—93m.—2-20-57—4293—TC—France—Titles—UMPO—(B).

**PHANTOM HORSE, THE**—Well-made import—90m.—9-5-56—4220—EC—Japan—Titles—Harrison.

**PROUD AND THE BEAUTIFUL, THE**—D—Michele Margan, Gerard Philipe—Off-beat import of the realistic school is strictly for art spots—93m.—8-8-56—4200—France—Titles—Kingsley Int.—(B).

**RIFI**—MD—Jean Servais—High rating import could go into some conventional spots as well as art houses—116m.—8-8-56—4200—France—Titles—UMPO—(B).

**ROSANNA**—D—Rosanna Podesta—For the art and specialty houses—72m.—7-25-56—4193—Italy—Dubbed in English—Jacon—(C).

**ROYAL AFFAIRS IN VERSAILLES**—D—Sacha Guitry, Claudette Colbert, Orson Welles—Lengthy tale of French nobility for art and specialty spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

**STELLA**—D—Fair Greek offering for art and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn).

**TEL AVIV TAXI**—C—Israeli cast—Fair comedy—70m.—2-20-57—4293—Israel—English dialogue—Principal.

**TEMPEST IN THE FLESH**—D—Françoise Arnoul, Raymond Pellegrin—Highly effective adult import for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

**TWO LOVES HAD I—MU**—Gabriele Ferzatti, Marta Taren, Nadia Gray—Good entry for art spots—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

**VITELLONI**—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263—Italy—Titles—API—(B).

**WHITE SHEIK, THE**—C—Alberta Sardi, Brunella Bava—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(8).





NOVELTOONS

(Technicolor)

- P16-1 (Oct. 19) Sir Irving And Jeomes ... G 7m. 4256
- P16-2 (Dec. 21) Lion In The Rear ..... F 6m. 4295
- P16-3 (Jan. 25) Pest Pupil ..... F 6m. 4295
- P16-4 (Mar. 29) Fishing Tackler ..... F 6m. 4355
- P16-5 (June 7) Mr. Money Gags ..... G 7m. 4355
- P16-6 (July 5) L'Amour The Merrier .....

POPEYE CARTOONS

(Technicolor)

- E16-1 (Oct. 12) Parlez Vous Woo ..... G 6m. 4256
- E16-2 (Nov. 16) I Don't Scare ..... F 6m. 4295
- E16-3 (Dec. 14) A Haul In One ..... G 6m. 4295
- E16-4 (Feb. 8) Nearlyweds ..... F 7m. 4355
- E16-5 (Apr. 5) The Crystal Brawl ..... F 6m.
- E16-6 (May 10) Patriotic Popeye ..... F 8m.
- E16-7 (June 21) Spree Lunch .....

SPEAKING OF ANIMALS

CHAMPIONS

(Reissue)

- A15-1 (Sept. 30) Taln't So ..... F 10m. 4044
- A15-2 (Sept. 30) Monkey Shines ..... G 9m. 4044
- A15-3 (Sept. 30) Be Kind To Animals ..... E 8m. 4043
- A15-4 (Sept. 30) From A To Zoo ..... E 9m. 4043

TOPPERS

- M15-1 (Oct. 7) Three Kisses ..... E 10m. 4084
- M15-2 (Nov. 11) Reunion In Paris ..... G 10m. 4096
- M15-3 (Jan. 27) Animals A La Carte ..... F 10m. 4105
- M15-4 (Mar. 9) There's Gold In Them Thrills ..... F 10m. 4126
- M15-5 (Moy 4) Ups And Downs ..... G 9m. 4179
- M15-6 (Aug. 24) Herman Hickman's Football Review ..... G 10m. 4256

VISTAVISION SPECIALS

(Technicolor)

- V15-1 (.....) Bing Presents Oreste ..... E 10m. 4126
- V15-2 (June 29) VistaVision Visits Panama ..... G 10m. 4187
- V15-3 (Aug. 3) VistaVision Visits Gibraltar ..... G 10m. 4240
- V15-4 (Oct. 5) VistaVision Visits Austria ..... E 17m. 4252

Republic

SERIALS

- 5682 (Oct. 15) Federal Operotor 99 (Reissue) ..... G 12ep. 4246
- 5683 (Jan. 14) Dangers Of The Canadian Mounted (Reissue) ..... G 12ep. 4299
- (.....) The Purple Monster Strikes (Reissue) ..... G 15ep. 4323

20th Century-Fox

ONE REEL

CINEMASCOPE

(Color)

- 7701 (Jan. ) Port Of Sports ..... G 9m. 4331
- 7702 (Feb. ) Divided By The Sea ..... E 7m. 4331
- 7703 (Mar. ) Future Baseball Champs (Black and White) ..... G 10m. 4331
- 7704 (Apr. ) Bluefin Fury ..... E 8m. 4331
- 7705 (May ) Orient Express To Hong Kong ..... G 9m. 4331
- 7706 (June ) Guardians Of The North
- 7707 (July ) Tempo Of Tomorrow
- 7708 (Aug. ) Swamp Boat Sports
- 7709 (Sept. ) Midway Medley
- 7710 (Oct. ) Journey Thru Ceylon

TWO REEL

CINEMASCOPE COLOR SPECIALS

- 7608 (Apr. ) Lond Of The Bible ..... E 18m. 4114 (Deluxe Color)
- 7609 (June ) Dark Wave (Technicolor) E 23m. 4177 One Reel

CINEMASCOPE TERRYTOONS

(Technicolor)

- 5701 (Jan. ) John Doormat In Topsy TV F 7m. 4315
- 5702 (Feb. ) Spoofy In Gag Buster.....F 7m. 4355

- 5703 (Mar. ) Beefy In A Bum Steer....F 7m. 4355
- 5704 (Apr. ) Sniffer In The Bone Ranger
- 5705 (May ) Gaston Is Here .....
- 5706 (June ) Shove Thy Neighbor .....
- 5707 (July ) Clint Clobber's Cat .....
- 5708 (Aug. ) Flebus .....G 7m. 4331

TERRYTOON TOPPERS

(Technicolor)

- 5731 (Jan. ) Heckle And Jeckle In Pirate's Gold .....G 7m. 4355
- 5732 (Feb. ) A Hore-Breadth Finish .....G 7m. 4339
- 5733 (Mar. ) African Jungle Hunt .....F 7m. 4347
- 5734 (Apr. ) Dimwit In Daddy's Little Darling .....
- 5735 (May ) Love Is Blind .....
- 5736 (June ) Beauty On The Beach .....
- 5737 (July ) All This And Rabbit Stew .....
- 5738 (Aug. ) Beaver Trouble .....
- 5739 (Sept. ) Mighty Mouse In Goons From The Moon .....
- 5740 (Oct. ) Nutsy In Squirrel Crazy .....

MOVIETONE MELODY

- 7201 (Nov. ) Lawrence Welk and His Champagne Music (Reissue) .....F 9m. 4295

Universal-International

Two Reel

SPECIAL

- 3601 (Mor. 4) Song of The Grape (Color) ..... G 20m. 4323
- 3602 (July 8) So Proudly We Hail (CS) .....

MUSICAL FEATURETTES

- 3651 (Nov. 25) Riddles In Rhythm ..... G 15m. 4283
- 3652 (Dec. 17) Skylarkin' Time ..... F 15m. 4283
- 3653 (Feb. 11) Rhythms With Regis ..... F 14m. 4315
- 3654 (Feb. 25) Golden Ladder ..... G 15m. 4323
- 3655 (Mar. 11) Swingin' And Singin' ..... G 15m. 4331
- 3656 (Apr. 8) Riot In Rhythm .....
- 3657 (May 6) Dance Demons .....
- 3658 (June 3) Record Hop .....
- 3659 (July 1) Salute To Song .....
- 3660 (July 29) Taps And Tunes .....

COLOR PARADES

- 3671 (Dec. 24) Holiday In The Hills ..... G 9m. 4283
- 3672 (Jan. 21) Valley of Two Faces (CS) G 10m. 4283
- 3673 (Feb. 11) Frozen Frontier ..... G 9m. 4323
- 3674 (Mar. 25) Junior Jamboree ..... G 9m. 4323
- 3675 (May 20) Crossroads Of The Ages G 9m. 4323
- 3676 (July 1) The Lion Dancers .....
- 3677 (Sept. 2) Hurray All Boats .....

WALTER LANTZ CARTUNES

(Technicolor)

- 3611 (Dec. 17) Woodpecker Meets Davy Crewcut .....G 6m. 4283
- 3612 (Jan. 14) Fowled Up Party ..... G 6m. 4283
- 3613 (Feb. 11) Red Riding Hoodlum ..... G 6m. 4283
- 3614 (Mar. 11) The Plumber Of Seville....F 6m. 4283
- 3615 (Apr. 8) Box Car Bandit ..... G 6m. 4283
- 3616 (May 6) Operation Cold Feet .....G 6m. 4283
- 3617 (June 3) Unbearable Salesman .....
- 3618 (July 1) International Woodpecker G 6m. 4323
- 3619 (July 29) To Catch A Woodpecker
- 3620 (Aug. 26) Goofy Gardner .....
- 3621 (Sept. 23) Round Trip To Mars .....

VARIETY VIEWS

- 3691 (Feb. 4) Milk Run .....G 9m. 4323
- 3692 (Mar. 4) Monkeys Are The Craziest F 9m. 4323
- 3693 (Apr. 1) Bear Cubs Go Rural ..... F 9m. 4323
- 3694 (May 6) Brooklyn Goes To Detroit F 9m. 4323
- 3695 (June 17) Washington Zoo .....
- 3696 (July 15) What Is A Safari .....
- 3697 (Aug. 26) Hot Reel .....

Warners

SPECIAL FEATURETTES

- 4911 (.....) Chasing The Sun ..... G 36m. 4252

Two Reel

WARNERCOLOR SCORE GEMS

- 4101 (Oct. 6) South Of The Himalayas E 18m. 4264
- 4102 (Dec. 29) The Legend Of El Dorado E 18m. 4310
- 4103 (July 13) Blue Danube .....

SPECIALS

(WarnerColor)

- 4001 (Sept. 8) East Is East ..... G 18m. 4246
- 4002 (Dec. 2) Howdy Partner ..... G 18m. 4311
- 4003 (Mar. 2) Pearls Of The Pacific .....

BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

- 4301 (Sept. 15) Mouse Mazurka ..... F 8m. 4247
- 4302 (Oct. 20) Paying The Piper ..... F 7m. 4247
- 4303 (Nov. 17) Daffy Duck Hunt ..... F 7m. 4264
- 4304 (Dec. 1) Henhouse Hennerly ..... E 7m. 4272
- 4305 (Jan. 19) Swallow The Leader ..... F 7m. 4323
- 4306 (Feb. 2) For Scent-Imental Reasons G 7m. 4323
- 4307 (Mar. 9) Mouse Wreckers ..... G 7m. 4323
- 4308 (Apr. 6) Dough For The Do-Do ..... F 7m. 4323
- 4309 (Apr. 27) Fast And Furry-Ous ..... G 7m. 4323
- 4310 (May 18) Bear Feat .....
- 4311 (June 29) Each Dawn I Crow .....
- 4312 (July 27) Bad Ol' Putty Tat .....

BUGS BUNNY SPECIALS

(Technicolor)

- 4723 (Sept. 15) A Star Is Bored ..... G 7m. 4247
- 4724 (Oct. 27) Wideo Rabbit ..... G 7m. 4256
- 4725 (Dec. 15) To Hare Is Human ..... F 7m. 4311
- 4726 (Feb. 9) Ali Baba Bunny ..... E 7m. 4311
- 4727 (Apr. 13) Bedeviled Rabbit .....
- 4728 (May 25) Piker's Peak .....
- 4729 (July 6) What's Opera Doc? .....

MERRIE MELODIES

(Technicolor)

- 4701 (Sept. 1) Slap Happy Mouse ..... G 7m. 4227
- 4702 (Sept. 20) Deduce, You Say! ..... G 7m. 4247
- 4703 (Oct. 13) Yankee Dood It ..... F 7m. 4256
- 4704 (Nov. 10) There They Go-Go-Go ..... F 7m. 4256
- 4705 (Nov. 24) Two Crows From Tacos... G 7m. 4247
- 4706 (Dec. 8) The Honey Mousers ..... G 7m. 4311
- 4707 (Jan. 5) The Three Little Bops ..... E 7m. 4311
- 4708 (Jan. 12) Tweet Zoo ..... F 7m. 4311
- 4709 (Jan. 26) Scrambled Aches ..... F 7m. 4311
- 4710 (Feb. 23) Go Fly A Kite ..... G 7m. 4311
- 4711 (Mar. 16) Tweety And The Beonstalk E 7m. 4311
- 4712 (Apr. 20) Boyhood Daze .....
- 4713 (May 4) Cheese It, The Cat .....
- 4714 (May 11) Fox Terror .....
- 4715 (June 8) Steal Wool .....
- 4716 (June 22) Boston Quackie .....
- 4717 (July 20) Tobasco Road .....

WARNERCOLOR SPECIALS

- 4401 (Oct. 27) Playtime Pals .....G 9m. 4247
- 4402 (Mar. 30) I'll Be Doggoned .....
- 4403 (June. 1) Black Forest .....

WARNERCOLOR SCOPE GEMS

- 4501 (Sept. 22) Crossroads Of The World E 9m. 4276
- 4502 (Nov. 3) Magic In The Sun ..... E 8m. 4283
- 4503 (Feb. 16) Under Carib Skies ..... F 9m. 4323

Miscellaneous

- Bloodstock (BIS) (Color) .....F 15m. 4310
- Bespoke Overcoat, The (Arthur) .....F 33m. 4281
- Challenge In The Air (BIS) .....F 13 1/2m. 4315
- Face Of Lincoln, The (Cavalcade) .....G 20m. 4331
- Hidden Talent (McCarthy) .....F 17m. 4272
- Impression Of London, An (BIS) (Technicolor) .....E 14m. 4311
- Majesty Of The Air (BIS) (Tech.).....G 21m. 4311
- Red Balloon, The (Lopert) (Tech.).....E 34m. 4310
- Suez Canal-(Technicolor)- (deRochemont) .....E 25m. 4221
- Trooping The Colour (BIS) (Tech.)....G 10m. 4331
- True Story Of The Civil War, The (Film Representations) .....E 33m. 4331
- Undersea Conquest (Lexington) (Color) .....G 18m. 4347

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

A.A.	COLUMBIA	M.O.M.	PARAMOUNT	RANK	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Hold That Hypnotist Bowery Boys	The Phantom Stagecoach William Bishop, Kathleen Crowley	Invitation To The Dance (TC) Gene Kelly	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Reach For The Sky Kenneth More	Duel At Apache Wells (Naturama) Anna Marie Alberghetti, Ben Cooper, Jim Davis	Wayward Bus (CS) Jayne Mansfield Dan Dailey	Gun Duel In Durango George Montgomery, Ann Robinson (Peerless)	The Kettles On Old MacDonald's Farm Marjorie Main, Parker Fennelly	The Spirit Of St. Louis (CS-WC) James Stewart	Runway Daughters (American-Int.) Marla English John Lisle
Footsteps In The Night Bill Elliott	The Strange One Ben Gazzara, Julie Wilson	Lizzie Eleanor Parker, Richard Boone, Jean Blondell	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	Checkpoint (EC) Anthony Steel	Affair In Reno (Naturama) John Lund, Doris Singleton, John Archer	Island In The Sun (CS-DC) James Mason Joan Fontaine	Saint Joan Richard Widmark, Jean Seberg (Preminger)	The Counterfeit Plan Zachary Scott, Peggie Castle (English-made)	The Counterfeit Plan Zachary Scott, Peggie Castle (English-made)	Shake, Rattle and Roll (American-Int.) Fats Domino Lisa Gova
The Badge Of Marshal Brennan Jim Davis, Arleen Whelan	Abandon Ship Tyronne Power, Mai Zetterling, Lloyd Nolan (English-made)	Designing Woman (CS-Color) Gregory Peck, Lauren Bacall	Fear Strikes Out (VV) Anthony Perkins, Norma Macrea	Battle Hell (DCA) Richard Todd	Hell's Crossroads (Naturama) Stephen McNally, Peggie Castle, Barion MacLane	Joan Fontaine Dorothy Dandridge	Sweet Smell Of Success Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)	Untamed Youth Mamie Van Doren, Lori Nelson, John Russell	Untamed Youth Mamie Van Doren, Lori Nelson, John Russell	Cinderella (RE) (Buena Vista) (Disney)
Dragoon Wells Massacre (CS-Color) Barry Sullivan, Mona Freeman, Dennis O'Keefe Katy Jurado	Hellicats Of The Navy Ronald Reagan, Nancy Davis	The Vintage (CS-MetroColor) (Made in France) Fier Angeli, Mel Ferrer	Funny Face (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	The Green Man (DCA) Richard Todd	Spoilers Of The Forest (Naturama-Tricolor) Rod Cameron, Vera Ralston	God Is My Partner (Regalscope) Walter Brennan Marion Ross	Trooper Hook Joel McCrea, Barbara Stanwyck (Fielding)	Man Afraid (CS) George Nader, Phyllis Thaxter, Tim Hovey	Man Afraid (CS) George Nader, Phyllis Thaxter, Tim Hovey	Flesh and The Spur (Eastman Color) John Algar, Marla English (American-Int.)
The Persuader James Craig, Kristine Miller	Sierra Stranger Robert Duff, Gloria McGhee	Gaslight (RE)	The Buster Keaton Story (VV)	Every Second Counts (Subtitled) Barbara Laage	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	The Abductors (Regalscope) Victor McLaglen, Fay Spain	The Monster That Challenged The World Tim Holt, Audrey Dalton (Gardner-Levy)	The Winning Team (RE) Doris Day	The Winning Team (RE) Doris Day	The Undead Richard Garland, Pamela Duncan (American-Int.)
Destination 60,000 Preston Foster, Jeff Donnell	The Garment Jungle Lee J. Cobb, Kerwin Matthews, Gia Scala	The Postman Always Rings Twice (RE)	Rhonda Fleming Donald O'Connor, Ann Blyth	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	The Weapon Steve Cochran, Lizabeth Scott, Herbert Marshall	The Abductors (Regalscope) Victor McLaglen, Fay Spain	The Midnight Story (CS) Tony Curtis, Marisa Pavan, Gilbert Roland	All American (RE) Burt Lancaster	All American (RE) Burt Lancaster	Naked Paradise (Pathe Color) Richard Denning, Beverly Garland (American-Int.)
The Oklahoman (CS-Color) Joel McCrea, Barbara Hale	The Burglar Dan Duryea, Jayne Mansfield	Tarzan And The Lost Safari Gordon Scott, Betta St. John	Burt Lancaster, Kirk Douglas, Rhonda Fleming	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	The Weapon Steve Cochran, Lizabeth Scott, Herbert Marshall	The Abductors (Regalscope) Victor McLaglen, Fay Spain	The Midnight Story (CS) Tony Curtis, Marisa Pavan, Gilbert Roland	Burt Lancaster	Burt Lancaster	Naked Paradise (Pathe Color) Richard Denning, Beverly Garland (American-Int.)
Storm Out Of The West Dale Robertson, Leta Maxwell, Derek Bond	Beyond Mombasa (TC) Carnel Wilde, Donna Reed	This Could Be The Night (CS) Jean Simmons, Paul Douglas, Joan Blondell	The Lonely Man (VV) Jack Palance, Anthony Perkins, Elaine Aiken	The Miller's Beautiful Wife (Subtitled) (TC) Vittorio De Sica Sophia Loren	The Weapon Steve Cochran, Lizabeth Scott, Herbert Marshall	The Abductors (Regalscope) Victor McLaglen, Fay Spain	The Midnight Story (CS) Tony Curtis, Marisa Pavan, Gilbert Roland	Bright Leaf (RE) Gary Cooper	Bright Leaf (RE) Gary Cooper	The Undead Richard Garland, Pamela Duncan (American-Int.)
Let's Be Happy (CS-TC) Tony Martin, Vera-Ellen	The Night The World Exploded Kathryn Grant, William Leslie	The Little Hut (Color) Ava Gardner, Stewart Granger, David Niven (Made in England)	Omar Khayyam (VV-TC) Carmel Wilde, Debra Paget	RANK	Journey To Freedom Jacques Scott Genevieve Aumont	An Affair To Remember (DC-CS) Cary Grant, Deborah Kerr, Richard Denning	The Vampire John Beal, Coleen Gray (Gardner-Levy)	Interlude (CS-TC) June Allyson, Rossano Brazzi	Interlude (CS-TC) June Allyson, Rossano Brazzi	If All The Guys In The World (French-made) (Buena Vista)
Spook Chasers Bowery Boys	The Giant Claw Jeff Morrow, Mara Corday	The Seventh Sin (CS) Eleanor Parker, Bill Travers, George Sanders	For Whom The Bell Tolls (RE) (TC) Gary Cooper, Ingrid Bergman	Value For Money (TC-VV) John Gregson Diana Dors	Time Is My Enemy Dennis Price Renee Asherson	Apache Warrior Keith Larsen Jim Davis	The Monte Carlo Story (TC-TE) Marlene Dietrich, Vittorio De Sica (Titanus)	Doctor At Large (VV-EC) (English) Dirk Bogarde	Doctor At Large (VV-EC) (English) Dirk Bogarde	Johnny Tremain (TC) (Disney) Hal Stalmaster, Luana Patten, Jeff York (Buena Vista)
Hot Rod Rumble Leigh Snowden, Wright King	The Heart Of Show Business (Ralph Staub)	Something Of Value Rock Hudson, Dana Wynter, Wendy Hiller	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Triple Deception (TC-VV) Michael Craig	The Lawless Eighties (Naturama) Buster Crabbe Marilyn Saris	Will Success Spoil Rock Hunter (DC-CS) Jayne Mansfield, Tony Randall	The Fuzzy Pink Nightgown Jane Russell, Keenan Wynn (Russ-Field)	Run Of The Arrow (TC) Rod Steiger, Sarita Montiel (RKO)	Run Of The Arrow (TC) Rod Steiger, Sarita Montiel (RKO)	Drag Strip Girl Steve Terrell Fay Spain (American Int.)
Aqua Dive Girl Mara Corday, Pat Conway	Fire Down Below (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon	The Bride Goes Wild (RE)	The Delicate Delinquent (VV) Jerry Lewis Darren McGavin	Out Of The Clouds (EC) Anthony Steel	Pawnee (Tricolor) G. Montgomery, Lola Albright	Seawife (Color-CS) Richard Burton, Joan Collins	Valerie Sterling Hayden, Anita Ekberg (Makelint)	Joe Dakota (EC) Jack Mahoney Luana Patten	Joe Dakota (EC) Jack Mahoney Luana Patten	Rock All Night Dick Muller and Platters (American Int.)
Love In The Afternoon Gary Cooper Audrey Hepburn Maurice Chevalier	20 Million Miles To Earth William Hopper, Joan Taylor	Our Vines Have Tender Grapes (RE)	Beau James (VV-TC) Bob Hope Vera Miles Paul Douglas	The Third Key Jack Hawkins	Seawife (Color-CS) Richard Burton, Joan Collins	Forty Guns (CS) Barbara Stanwyck, Gene Barry, Barry Sullivan	Jungle Heat Lex Barker, Mari Blanchard (Bel-Air)	Night Passage (TC-Technirama) James Stewart Audie Murphy Dianne Foster	Night Passage (TC-Technirama) James Stewart Audie Murphy Dianne Foster	Rock All Night Dick Muller and Platters (American Int.)
Daughter Of Dr. Jekyll John Agar Gloria Talbot	The 27th Day Gene Barry, Valerie French	Man On Fire King Crosby Inger Stevens Mary Fickett	Loving You Elvis Presley Lizabeth Scott Wendell Corey (VV-TC)	Mademoiselle Strip-Tease (Subtitled) Brigitte Bardot	Back From The Dead (RS) Arthur Franz, Peggie Castle, Marsha Hunt	The Unknown Terror (RS) Paul Richards, Mala Powers	My Gun Is Quick Robert Bray (Peerless)	The Land Unknown (CS) Jack Mahoney, Shawn Smith	The Land Unknown (CS) Jack Mahoney, Shawn Smith	Bambi (Diensy) (RE) (Buena Vista)
Dino Sal Mineo Susan Kohner Brian Keith	The 27th Day Gene Barry, Valerie French	Silk Stockings (CS-MetroColor) Fred Astaire Cyd Charisse Janis Paige	Loving You Elvis Presley Lizabeth Scott Wendell Corey (VV-TC)	Mademoiselle Strip-Tease (Subtitled) Brigitte Bardot	Back From The Dead (RS) Arthur Franz, Peggie Castle, Marsha Hunt	The Unknown Terror (RS) Paul Richards, Mala Powers	My Gun Is Quick Robert Bray (Peerless)	The Land Unknown (CS) Jack Mahoney, Shawn Smith	The Land Unknown (CS) Jack Mahoney, Shawn Smith	Bambi (Diensy) (RE) (Buena Vista)
The Disembodied Paul Burke Allison Hayes	The 27th Day Gene Barry, Valerie French	Silk Stockings (CS-MetroColor) Fred Astaire Cyd Charisse Janis Paige	Loving You Elvis Presley Lizabeth Scott Wendell Corey (VV-TC)	Mademoiselle Strip-Tease (Subtitled) Brigitte Bardot	Back From The Dead (RS) Arthur Franz, Peggie Castle, Marsha Hunt	The Unknown Terror (RS) Paul Richards, Mala Powers	My Gun Is Quick Robert Bray (Peerless)	The Land Unknown (CS) Jack Mahoney, Shawn Smith	The Land Unknown (CS) Jack Mahoney, Shawn Smith	Bambi (Diensy) (RE) (Buena Vista)

**SYMBOLS USED ABOVE:** CS—CinemaScope, DC—DeLuxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

# BABY'S LOST HIS SHIRT!



The cost of a new shirt is up 131 per cent since 1940. During this same period, only some of you gave a negligible increase to the Prize Baby.

So keep your shirt on when you check your increased costs and remember that the Prize Baby is willing to give the shirt off his back in order to deliver the kind of service you expect and receive—at little cost.

NATIONAL *Screen* SERVICE  
PRIZE BABY OF THE INDUSTRY

## Movie Market Trends

SINDLINGER & COMPANY, INC. • Analysts • RIDLEY PARK, PENNSYLVANIA, LEhigh 2-4100

Tabulation of more than 120,000 interviews during the past 19 weeks revealed...

35.2% of the week's adult paid attendance came from patrons who said they were influenced to attend during this week because they liked the trailer they had previously seen on the attractions they went to see.

Thus, for every \$1,000 the average theatre grossed from adults during the past 19 weeks, \$352 came from persons who were directly influenced by the coming attraction trailer.

SINDLINGER  
&  
COMPANY  
Analysts

MOTION PICTURE

# EXHIBITOR

JULY 24, 1957 VOLUME 38 NUMBER 13

IN TWO SECTIONS • THIS IS SECTION ONE



**On Breaking**

**The Back Of "George"**

*editorial*

**Goldwyn Suit  
Comes To Trial**

*(page 7)*

**Solons Differ  
On Toll-TV Value**

*(page 8)*

**AND FEATURING: THE SERVICESECTION**

← A. Schneider, Columbia vice-president, has been promoted to take over those duties performed by the late Jack Cohn, executive vice-president.

To top the  
top business  
of "Fastest  
Gun Alive"  
M-G-M brings you

**"GUN  
GLORY"**



M-G-M Presents

**STEWART GRANGER  
RHONDA FLEMING**

In **"GUN GLORY"**

Co-Starring **CHILL WILLS**

With **STEVE ROWLAND • JAMES GREGORY • JACQUES AUBUCHON**

Screen Play by **WILLIAM LUDWIG**

Based on the Novel "Man Of The West" by Philip Yordan • In CinemaScope and METROCOLOR

Directed by **ROY ROWLAND** • Produced by **NICHOLAS NAYFACK**



To take its  
place with the  
screen's biggest  
Westerns, M-G-M  
brings you

**"GUN  
GLORY"**

# "PICKUP ALLEY

probes mercilessly into the drug problem and highlights the relentless war against the dope racketeers of the world!"

CONGRESSMAN HALE BOGGS of LOUISIANA  
Chairman of the Congressional  
Special Committee on Narcotics

This statement by Congressman Boggs is part of Columbia Pictures' TV-radio-newspaper public service campaign to clean up the real-life Pickup Alleys of America. This vital program will be carried out by special committees that will be organized in key cities, by off-the-movie-page advertising, and by an all-media barrage of publicity.

It is only one of the hard-hitting promotions that will hammer home the title and subject matter of Warwick Productions' PICKUP ALLEY to moviegoers everywhere.

PICKUP ALLEY is destined to make news as it shatters precedents. It is the first film to jump heart-first into previously-forbidden subject matter. It is a film that demanded — and got — sensational and newsworthy performances . . . from Anita Ekberg, as a girl who fights her way out of the hell-haze of the dope syndicate . . . from Victor Mature, as a counter-narcotics agent . . . from Trevor Howard, as a master-criminal.

Yes, from the halls of Congress to the most remote hamlets of the land, PICKUP ALLEY is creating the kind of news that means action at your box-office!



## GIVE YOUR BOX-OFFICE A PICKUP WITH THIS FREE TV-RADIO MATERIAL FEATURING CONGRESSMAN BOGGS!

1. Radio Spots—Narration by Cong. Boggs. Can be planted as public service spots.
2. Radio Spots—Can be used as commercials. Narration by Cong. Boggs.
3. 1-Minute TV Spot—Made specially for public service use, featuring Cong. Boggs, in a dramatic statement about the problem and the picture.

...from *Columbia*  
CINEMASCOPE



# EXHIBITOR



JULY 24, 1957  
VOLUME 58 NUMBER 13

## ON BREAKING THE BACK OF "GEORGE"

FOR AN INDUSTRY that is always ready to pass the hat, and to do in generously itself, for every worthy community or charitable effort, the theatres of the USA have always shown an amazing unconcern and disinterest in drives for the defense and protection of their own future well-being. This unconcern and disinterest demonstrates itself in many ways. Let a local or state tax, or a restrictive regulation be proposed, where a flood of letters to legislators or the governor is the only way to record a protest, and you almost would think most theatremen were illiterate, so hard is it to stir them to action. Let someone propose a worthy plan for industry promotion (COMPO), a legal and educational effort to defend the industry against tough or unfair competition (The Joint Committee against Toll-TV) or a co-operative effort to found or support a mutually beneficial theatre association (TOA, ALLIED, etc.), and you almost would think most theatremen were penniless.

A current case in point is this:

Everyone knows that Toll-TV, if permitted and if successful, could grab all theatre audiences and all theatre entertainment, and could make theatre business, as we now know it, as dead as the Do-Do bird in just a few short weeks. Our one defense against

such a killer, checking every new effort of the avaricious peddlers of Toll-TV, and acting as the good conscience of Washington legislators in pointing up the air wave "grab" they intend, is the Joint Committee Against Toll-TV. Rallying into a common effort all those in public and private life who oppose it, this committee has spent thousands of dollars on the necessary legal briefs, engineering studies, and educational explanations. It has done a great job to date, and it promises to continue to act as the theatre industry's Army, Navy, and Air Corps. And the great mass of theatremen, with everything to lose, have been content to sit back and "Let George do it!"

Have we, as theatremen, supported this committee as we should? With dollars?

Or, to be even more direct, have you?

Whether F.C.C. or Congressional action, a decision on Toll-TV may be reached before this summer of 1957 becomes history. Should it be adverse to the interest of theatres, some of the biggest crocodile tears will flow down faces that should be red with embarrassment because they did nothing to protect themselves. "George" may be a good natured fellow—but let's not break his back!

## TO A REAL GENTLEMAN

IN THESE DAYS of cut-throat competition, bidding for product, and a general breakdown in intra-industry relations, the following letter is a refreshing and heart tingling switch that we want to share with as many others as possible. The letter is from Ralph W. Pries, theatre specializing executive of Berlo Vending, and of its parent company, ABC Vending. Here goes:

*"I was visiting Weldou Limmroth, general manager of the highly respected Giddens & Rester theatre circuit of Mobile, Alabama, and after looking over the remodelling work now in progress at their Empire Theatre in downtown Mobile, Mr. Limmroth volunteered to show me the independently operated competition, three or four doors down the street, known as the Century.*

*"As we looked through this latter theatre, we noticed that the toilet in the men's room was apparently stopped up. Walking out Mr. Limmroth went over to the manager, who was relieving in the box office, and I thought he was just telling him about the*

*condition. Much to my surprise, I heard him ask the manager if he had a plunger in the theatre so that he could unstop the toilet for him. And sure enough, Mr. Limmroth went back into the men's room and took care of it.*

*"In a competitive situation, here was as friendly an act as I could imagine. In view of it, you can bet that cooperation on more important things could certainly result. No effort at business building, better public relations, cross-plugging trailers, or joint action of any kind, is impossible when men possess and show so much good will.*

*"I just thought you would be interested in this little human interest story from the 'Deep South'."*

We are grateful to Ralph for bringing this to our attention. And we also want to publicly salute Mr. Limmroth for his neighborliness. We hope to meet him one day—and to shake the hand of a gentleman!

Jay Emanuel

# UA Common Admitted To Trading On Big Board At Stock Exchange

NEW YORK—Common stock of United Artists Corporation, world-wide motion picture distribution company, was admitted to trading on the New York Stock Exchange last week, climaxing a six-year program of expansion inaugurated when the present management group assumed control of the company in 1951.

Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board, participated in ceremonies at the Exchange here marking UA's formal listing on the Big Board.

Admission to trading on the Exchange comes at virtually the midpoint of what is shaping up as the best year in United Artists' 38-year history. Gross income for the first quarter was \$14,389,000, up 14.6 per cent over the like period of 1956. It is estimated that the gross for the six-month period ended June 30 will be some \$5.5 million ahead of the first half of 1956. A record annual gross of more than \$70 million is foreseen for 1957.

Listing on the Big Board follows by 12 weeks the first public offering of securities in United Artists' history, made on April 24. At the company's first public stockholders meeting on June 4, Benjamin reported net earnings, after provision for taxes and year-end adjustments, of 57 cents per share on approxi-

## Business Building Program Discussed by Sub-Committee

The first meeting of the sub-committee appointed to plan an expansion of the industry's business-building program was held last week.

In addition to members of the sub-committee, with co-chairmen Charles E. McCarthy and Oscar A. Doob, there were present Abe Montague, MPAA member of the COMPO governing committee; Ernest Stellings, president of TOA; Alex Harrison, chairman of the MPAA General Sales Managers Committee; Emanuel Frisch, Metropolitan Motion Picture Theatres Association; Kenneth Clark of MPAA; Joseph Alternam and George Roscoe of TOA and Stanley Prenosil of the COMPO staff.

McCarthy, who presided, reported excellent cooperation from 18 theatre advertising men in various parts of the country, who had been asked to submit ideas for an expanded program.

mately 1,000,000 shares outstanding—an increase of more than 19 per cent over the first quarter of 1956.

# BROADWAY GROSSES

(As of this Monday)

## Strong Openings Aid

NEW YORK—Heat or no heat, the advent of some strong and the evident staying power of other attractions in the first-runs resulted in fine "air conditioned" business.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"BAND OF ANGELS" (Warners). Paramount (\$47,654)\*—Second session heading toward \$29,000.

"AN AFFAIR TO REMEMBER" (20th-Fox). Roxy (\$81,388)—Friday, Saturday and Sunday reported at \$56,718, with the opening week bound to top \$86,000. Usual stage show.

"SILK STOCKINGS" (MGM). Radio City Music Hall (\$146,192)—Thursday through Sunday accounted for \$105,000, with the first week heading for \$165,000. Usual stage show.

"THE PRIDE AND THE PASSION" (UA). Capitol (\$39,813)—Fourth week claimed at \$73,000.

"FACE IN THE CROWD" (Warners). Globe (\$11,854)—Eighth week dropped to \$8,000.

"THE DELICATE DELINQUENT" (Paramount). Mayfair (\$15,087)—Third, and last, week okay at \$17,000.

"BEAU JAMES" (Paramount). Astor (\$24,578)—Fourth week expected to hit \$20,000.

"HATFUL OF RAIN" (20th-Fox). Victoria (\$21,930)—Opening week going over \$31,000.

"SWEET SMELL OF SUCCESS" (UA). Loew's State (\$18,644)—Fourth week fine at \$21,000.

\*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

## Tax Relief Lags

WASHINGTON—With the current session of Congress indicated to be of brief duration there was no indication last fortnight that any concerted action was being made to facilitate the McDonough Bill to wipe out the remaining 10 per cent levy on theatre admissions.

The Ways and Means Committee has begun a series of closed hearings to consider tax measures sponsored by Congressmen but has announced it will not take up excise unless based on favorable reports from the Forand Committee.

Thus begins another race against time to get further relief for the exhibitors of the country.



## The NEW YORK Scene

By Mel Konecuff

ANOTHER ARGUMENT for the use of special footage to pre-sell the bigger films came last week from UA executive Richard Condon, who recently completed a 79-day tour of the U. S. and Canada on behalf of "The Pride And The Passion." His reception by press and exhibitors forecast that the pre-selling films would become a generally established aid in setting up mass newspaper, television, and radio attention for blockbuster productions.

Statistically speaking, Condon showed reporters, critics, station representatives, and store executives 14 featurettes especially shot for this purpose in Spain during the filming of the picture. This resulted in 134,556 lines of publicity on the film or 4,204 lines per city. Thirty-four TV stations plus the Canadian Broadcasting network have programmed 19 hours and six minutes of advance footage in addition to breaks on network shows. Condon appeared on 123 radio programs additionally, with many taped for use, prior to the film's opening.

He met with 864 exhibitors at luncheons in each of the 32 cities covered and so aroused many that they said they would go out of their way to see the film before buying and booking same. He opined that exhibitors are more actively involved in the pre-selling of films than at any time in the past and they feel a large-scale promotion for a film has tremendous import come playoff-time.

**CONTEST NOTE:** The Trans-Lux Theatres in town are offering a Summer Festival Contest wherein the public is invited to identify eight famous movie stars from old movie stills posted in the lobbies of the theatres. Contest forms are free to all. Fifty valuable prizes are offered, the first being a trip to Miami Beach. There is also a 25 word statement to be filled in on the blanks on "Why I Go To The Trans-Lux Theatres."

It's a cute stunt and should attract attention.

**THE METROPOLITAN SCENE:** Herbert Lom, British actor famous for his villainous roles, was in town for his first visit to discuss making a film of his own on a co-production deal with an unnamed American distributor. He'll be back again in the fall for further discussions. He had to return to England for the premiere of Rank's "Hell Drivers," which was described as a "western on wheels" and is loaded with action. Rank will release at a later date here. . . . Producer Jerry Wald and director Martin Ritt brought a "rough cut" of "No Down Payment" in for execs of 20th-Fox to see, and they also invited the trade press to sit in on the screening. Many were impressed with this tale of problems faced by the home buyers of today. . . . One of the stars of "Hatful of Rain," Anthony Franciosa, was on hand in the lobby of the Victoria on opening morning. . . . The new stage show at the Radio City Music Hall honors the founding of the U. S. Air Force 50 years ago. . . . Harry McWilliams is in Mexico putting his International Amateur Hour show across in a big way.

## I N D E X

VOLUME 58, NUMBER 13 JULY 24, 1957

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(Pink Reviews Section)

# Long Pending Goldwyn Suit To Trial

## Key Columbia Execs Receive New Duties

NEW YORK—Harry Cohn, president, Columbia Pictures Corporation, announced last week changes in the duties and areas of responsibility of key executives in home office management.

A. Schneider, first vice-president, will assume the duties formerly performed by the late executive vice-president, Jack Cohn.

A. Montague will fill the newly-created post of vice-president in charge of distribution but will devote increasing time to overall policy and management matters.

Rube Jackter, who for the past 23 years has acted as assistant general sales manager, will become general sales manager.

Leo Jaffe will add the title and duties of treasurer of the corporation to his present duties as a vice-president.

Louis J. Barbano, a vice-president, will add the duties of chairman of the finance committee of Columbia International to those of his present position as financial adviser to Columbia Pictures.

Paul N. Lazarus, Jr., vice-president in charge of domestic advertising, publicity and exploitation, will assume supervision over the world-wide publicity activities of the corporation.

## Industry To Salute Edison

WEST ORANGE, N. J.—Walter Reade, one of the nation's largest theatre operators and distributors of motion pictures, will head a committee that will honor Thomas Alva Edison for the inventor's many contributions to the motion picture industry.

The committee will unveil a bronze plaque honoring Edison on the site in West Orange where the inventor produced the first western movie with a plot, "Great Train Robbery," photographed in 1903.

The Edison plaque will be erected in Essex Green Plaza, a \$10,000,000 Center that will have its formal opening next Oct. 10.

## UA Circuit Exec Dies

NEW YORK—Raymond V. Wemple, 54, financial vice-president of United Artists Theatres, Inc., died last week. In 1926 he became associated with a predecessor company of Warner Brothers Pictures, Inc. Two years later he joined Fox Metropolitan Playhouses, which was reorganized in 1935 as Metropolitan Playhouses, Inc. He later took on the additional duties of vice-president of the United group, an associated company.

He leaves a brother and two sisters.

## Arbitration Meet Adjourned

NEW YORK—A three-day session of the joint exhibitor-distributor conference on conciliation and arbitration in the motion picture industry was adjourned last week.

The discussions in this working conference covered a number of subjects in the proposed conciliation-arbitration system, but several other subjects still remain awaiting study.

The conference will remain in adjournment until Sept. 16, when it will reconvene in the MPAA offices.

## Lack To Succeed Gregg As Westrex President

NEW YORK—It was announced last fortnight by Westrex Corporation that president Eugene S. Gregg would resign as of August 31 under the company's retirement rule. He will be succeeded by Frederick R. Lack, who also will continue as vice-president of Western Electric Company.

Frank A. Ungro has been named a Westrex executive vice-president. He was formerly treasurer, a post to be assumed soon by R. A. Colistea, a comptroller.

## Fox Names Kniffin Western District Head

NEW YORK—Effective with the retirement this week of western division sales manager Herman Wobber, 20th-Fox has redesignated its six western branch offices as the western district, with Reville Kniffin as district manager. The announcement was made last week by 20th-Fox general sales manager Alex Harrison.

Harrison also announced that Wobber has agreed to remain with 20th-Fox as a consultant and special representative to president Spyros P. Skouras.

Kniffin, who will make his headquarters in Los Angeles, has had an extensive career in the motion picture industry starting in 1929 with United Artists. Following an association with Universal Pictures, Kniffin joined 20th-Fox in 1948 as a salesman in the San Francisco exchange. He subsequently became assistant Los Angeles branch manager in 1952 and then assistant to Wobber in 1954.

The new western district, according to Harrison, will be included in the central-Canadian division headed by C. Glenn Norris.

## AB-PT Schedules 10

HOLLYWOOD—Irving H. Levin, president, AB-PT Pictures Corporation, announced last week that the company will complete 10 feature films within its first year.



Ralph Hetzel, vice-president, Motion Picture Association of America, recently presented to Universal Pictures Company a testimonial for designating "Man Of A Thousand Faces" as its Golden Jubilee Film commemorating 50 years of film making in Hollywood. The presentation was made to Milton R. Rackmil, president and Charles J. Feldman, vice-president and general sales manager.

## Fox West Coast, Other Circuits Are Charged With Monopoly, Pooling Deals Cutting Producer's Profits

SAN FRANCISCO—The long pending monopoly suit of Samuel Goldwyn against Fox West Coast Theatres and other circuit exhibitors finally got under way in the court of U. S. Judge Edward P. Murphy here.

John B. Bertero, president, Fox West Coast Theatres, was the first witness for Goldwyn's attorney, Joseph L. Alioto.

Bertero refused to admit that there had been any attempt by Fox interests to "find a way out" after the government's anti-trust victory in the Paramount case. He did say, however, that he heard the late Charles Skouras, at that time head of National Theatres and FWC, tell a Los Angeles meeting of Fox affiliated exhibitors, "We'll have to break all this up." He added that there was "a common feeling of dismay" among the assembled exhibitors.

It became apparent early that the trial would be a lengthy one.

Attorney Alioto stated he wanted to include in the testimony documented exhibits concerning film booking agreements which span all of the country to prove Goldwyn lost profits because of alleged monopolistic maneuvers "under the general pattern of film rentals." On the other hand, Arthur B. Dunne, chief of the defense legal staff, insists the territory involved in the litigation be defined as those states served by film exchanges west of Denver. Judge Murphy will rule on this point soon.

Admitted into evidence were documents designed to prove that the United West Coast Theatre Corporation, under which Fox West Coast and United Artists Theatres pooled operations in 60 California key spots, had a net operating profit of \$23,682,881.39 between 1939 and 1948.

Another highlight of the first week's sessions was the exploring of profit pooling agreements on a 50-50 basis between Fox West Coast Theatres and independent houses. The existence of one agreement by John A. Peters and Lawrence Borg, who built and operated the El Rey, Salinas, Cal., showed that if their pooling arrangement with FWC was terminated they would not claim the right to first-run product, but would recognize Fox's right to first-run product. This agreement was adduced under questioning of Bertero, FWC president, by Alioto, who claimed the purpose of this line of questioning was to "clearly establish Goldwyn's charges that Fox agreements with potentially competitive theatres in reality eliminated such competition."

Alioto also established an agreement between the El Rey operators and FWC that neither party would open new houses within a five mile radius of downtown Salinas without offering each other an extension of their 50-50 pooling of profits.

Bertero, however, added that FWC had waived this restriction after the Court decree in the Paramount case, which made such interlocking deals illegal. He agreed to produce in court similar waivers sent by Fox to others, if they would be found in his files.

# Congressmen Disagree On Toll-TV As FCC Juggles The "Hot Potato"

WASHINGTON—Representative Emanuel Celler, House judiciary chairman, and author of a pending bill to make pay television to home receivers unlawful, last fortnight warned the Federal Communications Commission that it cannot issue valid licenses on the basis of existing law and any attempt to do so will invite drawn-out litigation.

Celler stated to FCC chairman John C. Doerfer that time will be saved by the FCC going directly to Congress for enabling legislation. Even if the courts ultimately hold that power exists to license pay-TV, he said, the time lost in the courts would cover a longer period than would be required to have Congress pass on the wisdom of pay-as-you-see and, if it decided to go ahead, to enact the needed legislation.

Congressman Celler predicts that advertiser-supported TV would disappear if the new method is adopted and that the public's investment in receiving sets would be improperly and unlawfully impaired.

Meanwhile, Rep. Chelf, D., Ky., of the House Judiciary Committee, told the FCC to move ahead promptly with subscription-television tests.

Chelf said he had studied toll-TV over the past several years and was convinced that the FCC had "full, complete and final authority to permit these very necessary trials." He also felt, he continued, "that the people of the country ought to be given an early opportunity to decide if they want any part of subscription television. If the people like it, they will demand it; if they do not want it, you could not 'law it on them,'" he declared. "Do not allow anybody, no matter what position he may hold in or out of government, to attempt to either pressure or intimidate any of you," Chelf said.

The question of cable toll-TV versus the use of the free air waves for the subscription system also was debated anew as Zenith Radio Corporation warned that unless toll-TV were authorized immediately, the wire system could destroy free TV.

## Columbia Sales Execs Meet

NEW YORK—An important three day series of meetings between Columbia Pictures' division managers and key home offices sales personnel opened today (July 24) at the Savoy Plaza Hotel, with Rube Jackter, general sales manager, presiding.

The top level discussions of Columbia's upcoming product lineup will be participated in by A. Montague, vice-president in charge of distribution, and sales executives.

The division managers present include Nat Cohn, New York; Samuel A. Galanty, mid-east, from Washington; Carl Shalit, central, Detroit; Ben C. Marcus, midwest, Kansas City; I. Harry Rogovin, New England, Boston; Robert J. Ingram, southeast, Atlanta; Jack B. Underwood, southwest, Dallas; Harry E. Weiner, eastern Pennsylvania and southern New Jersey, Philadelphia; L. E. Tillman, northwest, San Francisco; Wayne Ball, southern California and Rocky Mountain, Los Angeles; and Ben Lourie, Chicago. Harvey Harnick, sales manager of Columbia Pictures of Canada, is present from Toronto.

Other home office executives are also attending the sessions, at which release plans and sales policies will be discussed.

## 20th-Fox Execs Named As New NTA Directors

NEW YORK—Four members of the top management of the 20th-Fox Corporation have been appointed to the board of directors of the NTA Film Network, Inc., Ely A. Landau, president of the Network, announced recently. Twentieth-Fox has a 50 per cent interest in the NTA Film network.

The 20th Century - Fox executives, Spyros Skouras, president; Donald Henderson, treasurer; William C. Michel, executive vice-president; and Otto Koegel, chief attorney, join four NTA Film Network officials, Landau, Oliver A. Unger, executive vice-president; Harold Goldman, vice-president and director of sales; and Edythe Rein, vice-president, on the board.

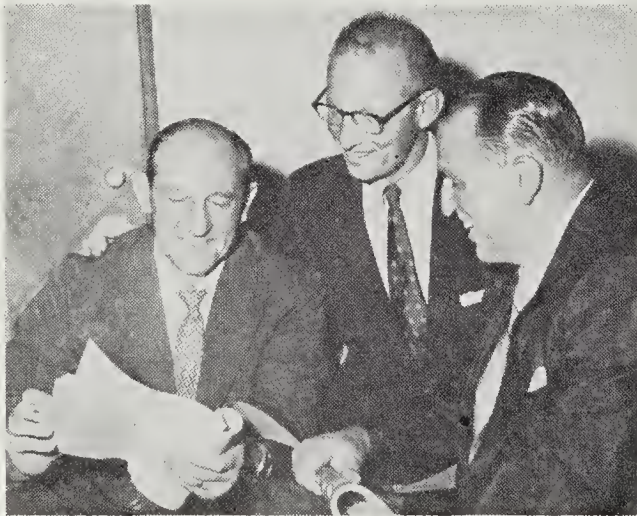
## "Fire" Contest Offers South American Cruise

NEW YORK—Every theatre in the United States that plays Columbia's "Fire Down Below" in 1957 will be eligible to enter the national contest that has as the grand prize a 31-day cruise to the Caribbean and South America.

To join in the contest, all any theatre playing the Warwick production has to do is stage a local contest and select a local winner before Dec. 31, 1957. The entries of the local winners will then be judged in New York and the winner and guest winner will be awarded a cruise aboard a Moore-McCormack liner.

Co-sponsoring the contest, along with Moore-McCormack and Columbia, will be the Philco Corporation, which has alerted its dealers throughout the country to work with exhibitors in helping to promote the five-day local contest, which must be staged with the cooperation of a newspaper, television, or radio station.

The contest calls for entrants to complete a Calypso lyric.



Aaron Rosenberg, left, one of the latest big time Hollywood producers to join MGM studios, recently met with writers Borden Chase, right, and Valentine Davies to map plans for first two projects of his newly formed Arcola Pictures.

## Appeal Court Upholds Union "Son's Resolution"

KNOXVILLE, TENN.—The East Tennessee Court of Appeals last fortnight returned to Hamilton County Chancery Court at Chattanooga a suit in which a group of motion picture projectionists said they were "mistreated" by their union, Local 259, I. A. T. S. E. and M. P. M. O. of the U. S. and Canada.

The group, termed "foreign operators" by the Local because they came into Chattanooga from other areas to work, brought suit seeking to have the local enroll them on the membership list and extend to them all privileges enjoyed by other members.

The complainants were admitted on order of Chancery Court. The Alliance said an error was in the order. Complainants in the lawsuit did not file their grievances with union authorities, claiming it would have been "useless and futile" to do so. However, they did notify officials of the local of their grievances, but only on a personal basis and not formally.

The "foreign" operators recognized only as partial members by the local, claimed a "son's resolution" passed by the local was unfair. Under the rule, sons of present members would be given preference in filing applications for full membership in the union.

The complainants claimed this constituted a closed union, and that as a result, its contracts with employers were closed-shop contracts. Chancery Court concurred in the charge.

The Appeals Court stated there was "no evidence" to support the chancellor's stand. "We think the union had this right (regarding the son's resolution) and it does not violate state laws or union by-laws."

The higher court said the "assignment of the defendants is sustained and the complainants' bill is dismissed."

The case was remanded to Hamilton Chancery Court.

## Katz Leaves SW For Ad Post

PITTSBURGH—Phil Katz, advertising director of Stanley Warner theatres' Pittsburgh zone, resigned recently to join the executive staff of Goldman and Shoop, Inc., one of this city's pioneer advertising agencies, with offices in the Penn-Sheraton Hotel.

Katz will head the agency's promotion and merchandising division and also serve as counselor in the agency's expanded public relations service.

Until taking over the top ad post in 1955 for the 60 Stanley Warner theatres, Katz directed the overall exploitation-publicity activities.

## Jimmy Fund Officers Named

BOSTON—Tom Yawkey, president, Boston Red Sox, was last week named chairman, Children's Cancer Research Foundation, which sponsors the Jimmy Building and the Jimmy Fund, at the annual election of officers.

Lou Perini, owner, Milwaukee Braves, was named head of the finance and resources board of the fund. Other officers named were Arthur Lockwood, president of the Foundation; Joe Cronin, executive committee chairman; Rudolph King, treasurer; Walter Brown, secretary; Joseph Cominsky, assistant treasurer; William Koster, administrative board chairman; and Martin J. Mullin, Theodore Fleisher, Carl Haffenreffer and John T. Hayes, executive committee.

## Camp Shows, Inc. To Quit At Year's-End

NEW YORK—Camp Shows, Inc., announced last fortnight it had resigned as a member agency of USO and that its activities would be liquidated by the end of the year.

Formed before Pearl Harbor at the request of the War Department, Camp Shows came into existence through the efforts of a group of entertainment organizations headed by prominent people. In the 16 years since its inception, Camp Shows sent 10,316 actors and performers in every branch of show business to its overseas circuits with over 464,000 performances staged before an audience of over 22,834,200 service people.

The allocation to Camp Shows for 1957 was \$325,000. Some \$62,000,000 was allocated to it in 16 years.

George J. Schaefer was president and Lawrence Phillips executive vice-president of Camp Shows, Inc. Schaefer is also sales representative for Stanley Kramer Pictures, Otto Preminger, and others.

## MGM's "Thin Man" To TV

NEW YORK—MGM-TV's first half-hour television filmed series, "The Thin Man," starring Peter Lawford and Phyllis Kirk, has been purchased by the Colgate-Palmolive Company for presentation this fall on Friday nights at 9:30 pm over NBC, it was announced last week by Joseph R. Vogel, president of Loew's, Inc., and Stuart Sherman, vice-president and director of marketing of Colgate.

Sale of "The Thin Man" was negotiated between Charles C. ("Bud") Barry, vice-president of MGM-TV; James Douglass, senior vice-president of Ted Bates, Colgate's Agency; and George Laboda, radio-TV director of the Colgate-Palmolive Company.

## "Sun Rises" For Labor Day

NEW YORK—Twentieth Century-Fox is stepping up its distribution facilities to make available between 350-400 prints of Darryl F. Zanuck's "The Sun Also Rises" for key Labor Day engagements across the United States.

The announcement was made by 20th president Spyros P. Skouras and general sales manager Alex Harrison. With the scheduling of "The Sun Also Rises" for Labor Day release, vice-president Charles Einfeld immediately set into motion a pre-selling advertising and publicity program. Einfeld announced that the campaign will include extensive radio, television, newspaper and national magazine advertising.

## Wagner Aids Film-Makers

NEW YORK—At a special meeting at City Hall last week with a committee of the Film Producers Association of New York, Mayor Robert F. Wagner personally pledged to do everything possible to help ease the problems of film makers here.

He directed Leo A. Larkin, first assistant corporation counsel of the city, to meet with Harold Wondsel, president, FPA, to review local fire and tax laws, consider the advisability of legislation to correct conditions adversely affecting film production here and explore the feasibility of naming a city commissioner or coordinator to serve as liaison between the film men and those city agencies concerned with the issuance of permits for New York location shooting.

# Paramount Meets With Theatremen On Campaign For Multiple Run Bow

## Board Elects Weltner Paramount Vice-President

NEW YORK—Barney Balaban, president of Paramount, announced that the board of directors elected George Weltner as vice-president in charge of world wide distribution of its pictures.

Weltner celebrated his 35th anniversary with Paramount last week. He is president of Paramount Film Distributing Corporation and also of Paramount International Film, Inc., and as such has been general world sales manager.

## Rank Expands Force; Names Two Managers

NEW YORK—In line with an expansion of its domestic sales and distribution operations, Rank Film Distributors of America has appointed sales representatives in Cincinnati and Kansas City, it was announced last week by Irving Sochin, general sales manager for RFDA.



TROMBERG

Sheldon Tromberg, former sales executive for Screen Guild Productions of Philadelphia, has been appointed manager in the Cincinnati area, with Earl Dyson, formerly of RKO, to head the Kansas City area.

Sochin added that Tromberg will operate under regional manager Otto Ebert in Detroit while Dyson will operate under regional manager Al Kolitz in Denver.

RFDA sales offices are already located in New York, Atlanta, Boston, Chicago, Dallas, Detroit, Denver, Los Angeles, San Francisco, and Washington.

## A.A.P.'s Katz Mourned

BERGENFIELD, N. J.—Herman Katz, 36, an A.A.P., Inc., executive, died suddenly at his home here last fortnight.

He is survived by his mother, his wife, and two children.

## "An Affair To Remember"

The 20th Century-Fox film, "An Affair To Remember," produced by Jerry Wald, directed by Leo McCarey, and starring Cary Grant and Deborah Kerr, deserves industry plaudits. Here is a picture that just brims with real human interest entertainment that should set it up as one of the year's best boxoffice hits.

It has just about everything including big boxoffice potentialities.

Based on a previous hit, "Love Affair," made by McCarey in 1939, this film, which also has several top songs by Vic Damone and Miss Kerr, is worth extended playing time.

—J. E.

NEW YORK—Paramount Pictures and Loew's Theatres this week held a series of meetings designed to provide neighborhood theatres with the promotional advantages of the Broadway showcases in the opening of a picture.

The film under discussion was "Omar Khayyam," which will bypass Broadway and get a saturation neighborhood house opening.

All Loew's first run and subsequent run neighborhood New York metropolitan area managers participated, and cash prizes were offered for the best "Omar" campaigns. Five Loew's Theatres division managers also attended.

The sessions were held in the Paramount home office prevue theatre and were addressed by Adolph Zukor, Paramount board chairman, and Jerry Pickman, vice-president in charge of advertising, publicity and exploitation.

In attendance were Eugene Picker, vice-president, Loew's Theatres; Ernest Emerling, director of advertising and publicity; James L. Shanahan, assistant director of advertising and publicity; and Ted Arno, publicity manager for New York theatres.

In addition to Zukor and Pickman, Paramount had at the meetings Sid Blumenstock, advertising manager; Herb Steinberg, national exploitation manager; Burt Champion, publicity manager; Phil Isaacs, assistant Eastern sales manager; and Myron Sattler, New York branch manager.

## Robbins To Produce For AA

NEW YORK—Harold Robbins, noted contemporary novelist, will make his debut as a motion picture producer under a multiple picture contract signed between Allied Artists and Robbins' newly formed independent production company, Caryn Productions, Steve Brody, president of Allied Artists announced last week.

Three pictures will be made by Robbins with Richard Day, seven time Academy Award winning art director, as co-producer. The three films will be "Never Love A Stranger," based on the producer's novel of the same title; "79 Park Avenue," also based on one of the producer's works, and "Mr. Boston," based on "I'd Do It Again," the autobiography of James M. Curley, former Mayor of Boston.

## Anti-Toll-TV Unit Seeks Funds

NEW YORK—Additional funds were being sought to carry on the work of the Joint Committee Against Toll-TV, it was learned. The committee was said to have incurred added expenses as a result of the FCC's call for more legal briefs and information on pay-TV from interested parties.

Contributions are being solicited on a voluntary basis, it was said.

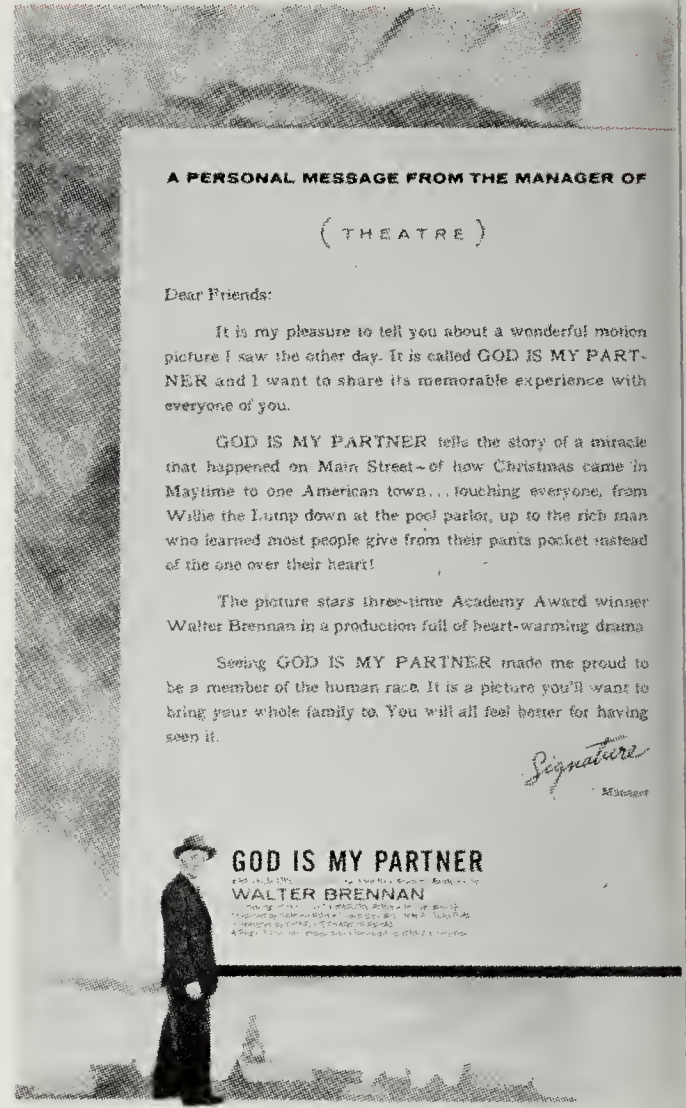
## Riester Joins UA

NEW YORK—Ed Riester has been named United Artists master print booker, it was announced by James R. Velde, general sales manager. Riester, who was head of the Republic print department from 1949 until this month, will headquarter in UA's home office.

# GOD IS MY PARTNER

*A picture with the same built-in family appeal and a campaign with the same powerful boxoffice potential of "A Man Called Peter" and "I'd Climb the Highest Mountain"!*

**RUN THE ADS IN SERIES #1 Sunday before opening**



**IS 20TH'S BIG**

*20th backs it with every resource of big-picture publicity*

**GREAT TITLE SONG!**

The inspired title song by Gene Forrell and Max Stein for radio, theatre, store tie-ins, window displays!



**RCA VICTOR RECORDING BY STATESMEN QUARTET!**

Top promotion behind this release! Big with disk jockeys everywhere!



**GET THE FREE RECORDING OF REV. HOVEY LISTER!**

Rev. Hovey Lister is one of the country's most important territorial personalities. His recorded endorsement of the picture is a natural for radio, in theatre, on ballyhoo soundtrucks. Order from Press Book Editor!



**PERSONALIZED LOCAL RADIO SPOT COPY!**

20th will supply you with copy for personalized radio spot to be spoken locally by your own air personality following weather reports and time signals. See the Press Book for details!



**SPECIAL TRAILER BUILD-UP!**

Precede showing of trailer with long playing record of Rev. Hovey Lister's endorsement and Statesmen Quartet recording of title song.



**TELEPHONE MESSAGE!**

A special message has been prepared to be telephoned to regular or infrequent members of the community. This will have warm, meaningful effect in smaller communities. Contact the Press Book Editor!



**HERE'S THE WHOLE CAM**

#2 Day before opening

The Story of the Miracle that happened on Main Street!

A wonderful motion picture warmed by the sunshine that comes from the human heart!

**GOD IS MY PARTNER**

starring three-time Academy Award winner  
**WALTER BRENNAN**

A REGALSCOPE PICTURE co-starring  
**JOHN HOYT · MARION ROSS · JESSE WHITE**

Produced by SAM HERSH · Directed by WILLIAM F. CLAXTON · Screenplay by CHARLES FRANCIS ROYAL  
A REGAL FILMS, INC. PRODUCTION · RELEASED BY 20TH CENTURY FOX

S I G

**THE OUTCAST**  
He played Santa for the kids!

**THE YOUNG COUPLE**  
They found love's miracle!

**THE MINISTER**  
His greatest prayer was answered!

**LOUIE THE LUMP**  
Suddenly he felt a strange glow!

#3 Opening Day

A radiant entertainment that will make you happier tomorrow for having seen it today. It tells how Christmas came in Maytime to one American town

**GOD IS MY PARTNER**

starring three-time Academy Award winner  
**WALTER BRENNAN**

THEY ALL FELL UNDER THE SPELL OF THE MIRACLE ON MAIN STREET!

**THE OUTCAST**  
He played Santa for the kids!

**THE YOUNG COUPLE**  
They found love's miracle!

**THE MINISTER**  
His greatest prayer was answered!

**LOUIE THE LUMP**  
Suddenly he felt a strange glow!

co-starring **JOHN HOYT · MARION ROSS · JESSE WHITE** · a Regalscope picture  
Produced by **SAM HERSH** · Directed by **WILLIAM F. CLAXTON** · Screenplay by **CHARLES FRANCIS ROYAL**  
A REGAL FILMS, INC. PRODUCTION · RELEASED BY 20TH CENTURY FOX

S I G

# SHOWMANSHIP PACKAGE!

...y, advertising and promotion!

## ADVANCE SCREENINGS!

Follow the formula which spelled success in test runs with advance screenings for opinion-makers, clergy, club chairmen, civic leaders, press, radio and TV!

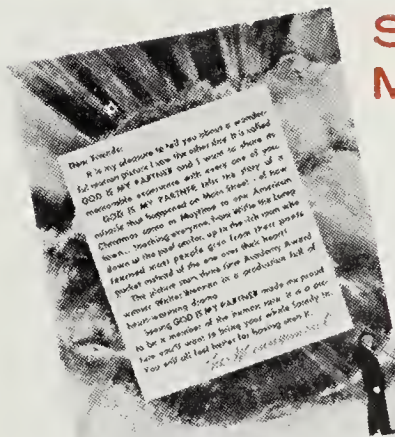


## HOME-TOWN ENDORSEMENTS!

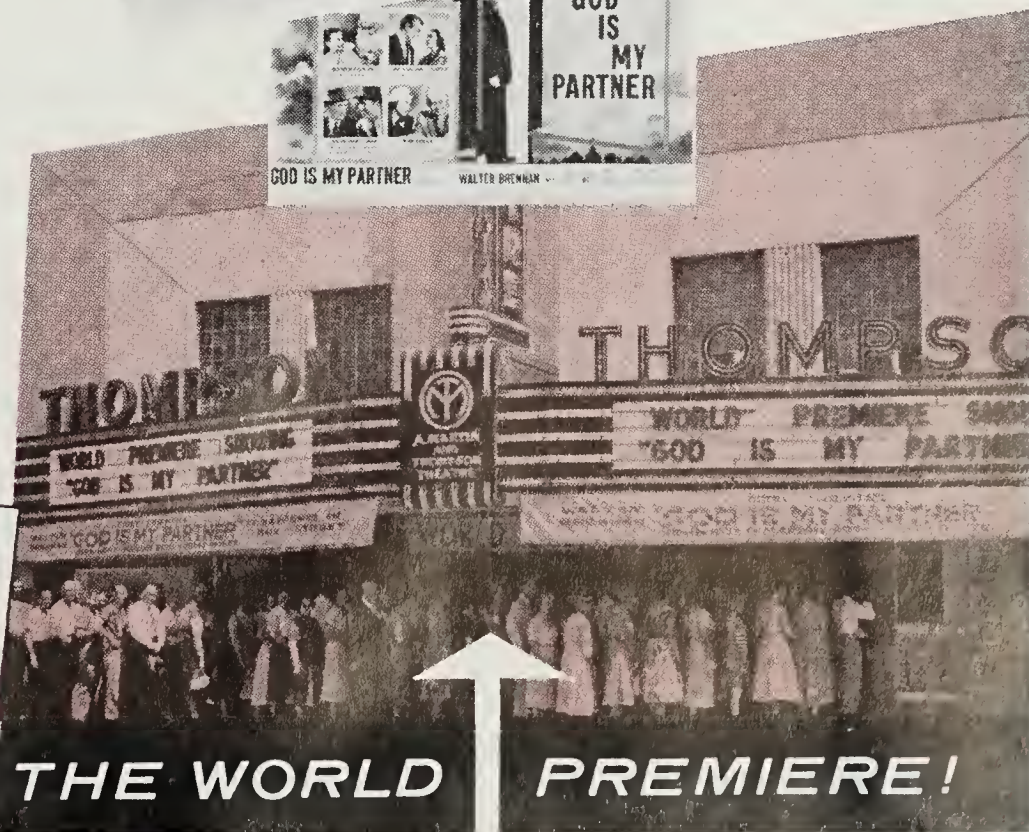
Tape record comments of local people (local d. j. can handle interviewing) for endorsement advertising, radio spots, gab shows, etc. Take these comments at advance screening or opening day of run. (If you have TV locally, use film also.)

## SPECIAL HERALD WITH MANAGER'S MESSAGE!

You will be proud to give this picture the management's special endorsement. Give the Herald big distribution! See the Press Book!



**SAVE THIS AD AND FOLLOW THRU!**



...IGN WHICH PAID OFF BIG AT THE WORLD PREMIERE!

# The International Scene . . . . .

## Canada

### More Fight in Exhibs, Quebec TOA Told

TORONTO — Summarizing his feelings about the success of the annual meeting of the Theatre Owners Association of Quebec, J. H. Strauss, Montreal independent, re-elected president, said theatre owners have more fight in them now than last year.

The newspaper was likened to the motion pictures by G. L. Fitzgerald, columnist of the Montreal Gazette. Both have had competition from radio. Both have competition from TV today. And both have survived before and will do so in the future.

Others elected were Ed Gauthier, Sorel, vice-president; Maurice Arpin, Pointe Claire, second vice-president; George Y. Hurteau, Ste. Genevieve De Pierre Fonds, secretary; Hertel Hotte, Cartierville, treasurer. Board members are Yvan Ruel, George Cote, Francois Fortin, Gaston Theroux, Paul Gendron, Jean Theriault, Guy Bachand, A. Berthiaume, E. N. Tabah, A. Racette.

## Canadian Comment

"The deplorable practice of shooting Canadian stories everywhere but in Canada" was condemned in a letter written by Michael Powell to Hye Bossin, Canadian Film Weekly. The letter is the result of a visit to this country by Powell in which he explored the possibilities of shooting a film here. Powell already shot one film here, "49th Parallel." Powell in his letter explains he recognizes the dollar-shortage for eastern Hemisphere filmmakers, but he said he was giving consideration to a plan "to ensure that Canadian films shall be in the future as authentic as those of other nationalities."

Four managers in the Famous Players Canadian Corporation circuit won \$50 each for extra efforts they put behind certain projects. These included Bill Burke, Capitol, Brantford; Ivan Ackery, Orpheum, Vancouver; Murray Lynch, Paramount, Moncton; and Joe Leface, Capitol, Windsor. Two prizes of \$35 each were given. These were won by Don Menzies, Palace, Calgary, and Don Edwards, Tivoli, Hamilton. Frank Sabatini picked up \$30 while Charlie Doctor, Capitol, Vancouver; Martin Cave, Capitol, Vancouver; Hilary Howes, Capitol, Halifax, each picked up \$25. Two prizes of \$20 each were awarded, seven prizes of \$15, and two prizes of \$10.

Without much encouragement from outside the country, Canada has set up her own standards of motion picture art with the annual presentation of the Canadian Film Awards. This year, the ninth annual, the awards were given at the luncheon of the Association of Motion Picture Producers and Laboratories of Canada. Presiding at the award-giving was a man who provides the industry with stature and dignity in his position as president of Odeon Theatres of Canada, Ltd., Leonard W. Brockington, QC, CMG. Film competition was suspended for 1956 and awards limited to "distinguished contributions to Canadian film-making." Certificates were given to individuals and organizations for significant contributions and

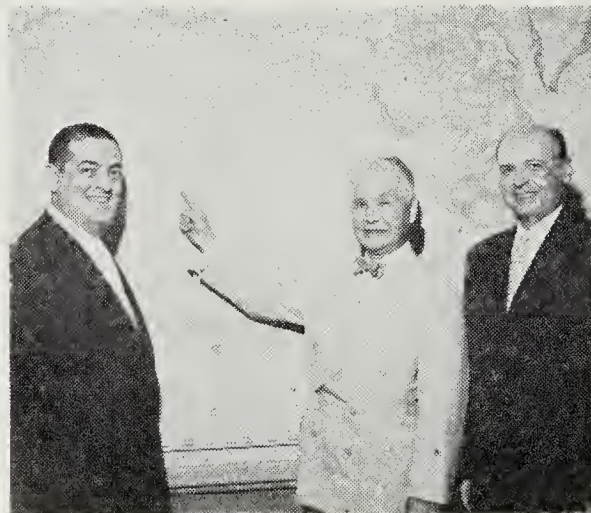


Syd Mirkin, a prize-winning newsman, was recently named home office publicity coordinator in London for Columbia Pictures.

whose current projects raise standards of production. The citations were read by W. R. Carroll, past president of the Canadian Association for Adult Education. They went to Associated Screen News Limited, for its initiative in developing a program of training young personnel to meet the demands of Canada's growing film industry; Crawley Films Limited, recognizing the company's production program in the field of educational films; Yorkton Film Council, recognizing its contribution to the film council movement in Canada; Lew Parry, for his distinguished leadership in the development of a Canadian film industry; Roy Tash, for a quarter-century of photographing and editing Canadian newsreels and the only sustained project in theatrical film-making in Canada. Others were Don Mulholland, Rev. Anson C. Moorhouse, John Grierson, Frank Crawley and Judith Crawley, Harold P. Brown, E. Fred Holliday, and James R. Pollock.

Negotiations for the purchase of two drive-ins in British Columbia were successfully completed for Odeon Theatres (Canada) Limited by Gerry Sutherland, the British Columbia district manager. Odeon will take over the Skyview Drive-Ins at Kamloops and Vernon from Inland Industries, Ltd.

Dan Krendel heads the committee for the sixth annual Canadian Picture Pioneer Golf Tournament being held at St. Andrews Golf and Country Club, Toronto, Aug. 22. With past years a complete sellout, Krendel ad-



A recent distinguished visitor to the Universal-International home office was Ambassador Renzo Swada, personal advisor to Premiere Nobusuke Kishi of Japan. He is seen here with Felix M. Sommer, right, Universal treasurer, and Ben M. Cohn, assistant foreign manager.

## Foreign Film Fair Postponed

CHARLOTTE—The Foreign Film Fair will not be held this year in conjunction with the 1957 convention, as originally planned by the Theatre Owners of America, it was announced last week by Ernest G. Stellings, president of TOA.

"Because of the distance from the center of foreign film distribution, the heavy convention program, and in view of the difficulties in obtaining the proper facilities close to the convention area, it was deemed necessary to postpone the Film Fair to a later date. It is hoped that with a more central location and a more convenient time, the full cooperation and efforts of all segments of the industry, as well as the foreign producers, might be correlated so that the Fair could be sponsored as part of an all industry promotion and public relations campaign."

vises early purchase of tickets. Working with Krendel on the committee are Al Perly, Joe Bermack, Archie Laurie, Cecil Black, Chet Friedman, Ferg Martin, Andy Rouse, Harry Sullivan and John Flanagan.

**CINE CHATTER:** Famous Players Canadian Corporation declared a 37½ cent dividend per share for the quarter ending June 30. . . . Feature films from 14 countries entered in the Stratford Film Festival, July 8 to July 20. The festival is part of the Shakespearean Festival being held in Stratford at the same time. . . . The Ontario Board of Censors classified 10 films as adult entertainment during May. . . . The Motion Picture Theatre Association of Ontario is studying the matter of transporting films by bus. It has also decided to keep watching for an opportune time to present to the Provincial Government its case for a reduced Hospital Tax. A publicity committee has been set up by the Association in the meantime to work out plans to bolster interest in movies and increase boxoffice business. . . . Jerry Lewis was in Toronto July 9 as part of his tour in advance of his first solo picture. Also on the p.a. tour was Dr. Richard Gordon, who came into the city on behalf of the Rank film, "Doctor At Large." . . . Harry Paynter, Jr., moved to Toronto from Calgary to become manager of the 16mm. department of International Films. Paynter is a former RKO branch manager at Calgary. He succeeds Bill Smith. . . . Mrs. Lois Skinner, Paramount, was elected president of the Women of the Motion Picture Industry, Toronto branch. Also on the executive board are Audrey Duke of Odeon, Mrs. Jean Uttley, Jean MacLennan, Veronica Kiszkiel, Ruth Frankson, Gladys Rawnsley, Jessie Harkness, Mrs. Marion Kadey, and Mary Sasaki.

Canadian Estimates of Entertainment films, known as the Blue Sheet, was dropped by the Canadian Motion Picture Distributors. It was felt not enough use was being made of the sheets by the various exhibitors. . . . Clare Appel, executive secretary of the CMPDA, is on the ailing list, as is Hillis Cass, general sales manager of MGM, in Canada. . . . A 35,000 circulation is boasted by the Hamilton Labor Digest which carries a movie column by Hugh Usher, business manager of the Hamilton projectionists' union. . . . Gurston Rosenfeld, Carlton Automatic Vendors, Ltd.; Jack Fitzgibbons, Jr., Theatre Confections, Ltd.; and Frank Streaun, Canadian Automatic Confections, Ltd., were among those attending the annual convention of the Canadian Automatic Merchandising Association.

—HARRY ALLEN, JR.



# NEWS OF THE TERRITORIES . . .

## Donations Mount For V. C. Camp Fund

ALBANY—A donation of \$450 from the Albany County Restaurant and Liquor Dealers Association, coupled with other donations received by the Times Union, ran the total for Variety Club's Save Camp Thacher Campaign to \$3,456, in advance of the benefit dance which was to be held for the project last week at the Shaker Ridge Country Club. Jules Perlmutter headed the dance committee.

The Knickerbocker News also gave space to the Camp Thacher drive and front-paged an announcement that it would serialize "Cindy and I," the author of which, comedian Joey Adams, was to appear at the Variety dance.

Frank Corenti, president of the Albany County group, presented the \$450 draft to Variety chief barker Al Kellert, together with a portable television set for use at the outdoor retreat for needy children. The Association has supported Tent Nine for six years in its money raising efforts.

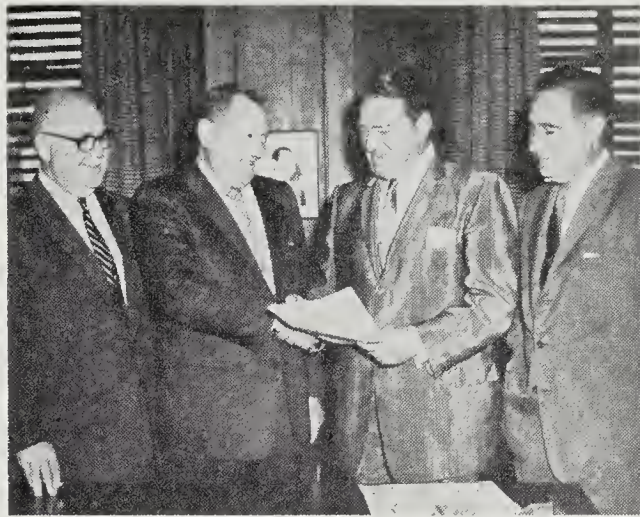
## ALBANY

James Stewart was scheduled to be here this week on behalf of Universal's "Night Passage." Exploiteer Bob Ungerfield was here in advance of the visit, working with Strand manager Al Swett and Universal branch manager Norman Weitman. . . . Film Row heard talk of a possible price war between Morris and Raphael Klein's suburban Jericho Drive-In and other nearby ozoners over the former's dollar a carload price, adapted because of circumstances peculiar to the Jericho operation. . . . Mrs. Edward J. Wall, wife of the Paramount upstate advertising and publicity director, is the group sales promoter for "Around the World in 80 Days," which was slated to open in the Todd-AO equipped Stanley Warner Ritz today (July 24).

## ATLANTA

Mr. and Mrs. LeRoy McMahan are the new owners, Kissimmee, Kissimmee, Fla., from Mr. and Mrs. Neal Nesbitt. . . . Mildred Castleberry, Martin Theatres booker, was hospitalized for surgery. . . . Arnold Gray has taken over operation of the West End, Birmingham, Ala. The former owner, Grover Wise, has taken over a radio station at Montgomery, Ala. . . . J. L. Hutchinson, owner, Ritz, Austell, Ga., died at his home in Haralson, Ga., after a long illness. . . . Buying and booking for the Skyline Drive-In, Johnson City, Tenn., is being handled by the Exhibitor Service Company. . . . The Mid-Tenn, Tullahoma, Tenn., closed. . . . The Plaza Drive-In has closed. . . . Faye Autry has joined the Martin Theatres booking department. . . . The Dixie, Metter, Ga., is closed until November for extensive renovations.

Robert Carr is the new manager, Sevon Drive-In, transferred from Deland, Fla., where he managed the Floyd circuit's Boulevard Drive-In. . . . R. C. Cobb has taken over Woody's Drive-in, Huntsville, Ala. . . . Bill Douglas is the new owner, Ritz, Austell, Ga., formerly owned by the late J. L. Hutchinson. The house will be known henceforth as the Austell. . . . Mrs. Myrtle Norvell, Universal bookkeeper, died after a long ill-



William J. Heineman, second from left, United Artists' vice-president in charge of distribution, is seen with Ben Sack, owner, newly remodeled Gary, who obtained the Boston premiere of "The Pride And The Passion." James R. Velde, right, UA general sales manager and Milton E. Cohen, eastern and southern division manager, look on.

ness. . . . Roger Wood is the new office manager and head booker, Capital Films, replacing Richard Hobson, who resigned to join Kay Film Exchange. . . . Jean Clark, formerly with Allied Artists, now is with Capital, replacing Billie Hester, resigned.

## BOSTON

The largest cash advance for any film playing in New England was handed over to United Artists by Benjamin Sack for the Stanley Kramer spectacle "Pride and Passion," which will open the newly-remodeled Gary the first week in August. Sack and his general manager, Sam Richmond, entertained the press at a luncheon in the Hotel Statler to announce the opening of the Gary, formerly the Shubert-owned Plymouth. . . . Births among industryites included twin sons, born in Frankfurt, Germany, to the Robert Saefs, making Jack Saef, publicist, New England Theatres, a grandfather for the first time. Twin daughters were born to the wife of Stewart Walker, treasurer, Saxon; a son was born to the wife of Joe O'Brien, Warners booker, while a daughter was born to the wife of Arthur Farensi, also a Warners booker. A daughter was born to the Mack Pauls; he is a partner in Major Theatre Equipment Company and she is the former secretary to Carl Goldman, Independent Exhibitors. . . . George Kraska, head of publicity and advertising, Embassy Pictures, suffered a heart attack in the office and was taken to Peter Bent Brigham Hospital, where

## Former Chief Barker, Buffalo Tent, Mourned

BUFFALO—Murray Whiteman, 70, past chief barker of the Variety Club of Buffalo, died last week at his summer home at Bay Beach, Ontario. He had suffered from a heart ailment for some time.

Whiteman, the owner of a music store on Main Street, was a familiar figure in the industry for nearly half a century and was a vaudeville performer for many years. He served as a director and president of the Greater Buffalo Advertising Club in 1951.

Survivors include his widow, the former Mildred Johnson, and three sons.

## Drive-In Cooperation Pledged For Hospital

ALBANY—Special attention will be paid to drive-ins for the combined audience collection-Christmas Salute drive on behalf of the Will Rogers Hospital during the week of Aug. 7, it was decided recently at an organizational meeting held in the 20th-Fox Screening Room. Paramount branch manager D. R. Houlihan, as distributor chairman, and Fabian division manager Elias Schlenger, as exhibitor chairman, presided.

Closer cooperation from the management of ozoners is sought because there are approximately 60 outdoor situations operating in the territory and returns from a number of them, particularly the smaller ones, were disappointing last year. This will be the first time that the Christmas Salute will be rolling while the drive-ins are open.

Techniques of collection at drive-ins was carefully analyzed and Irwin Ullman, supervisor of area Fabian ozoners, answered a number of questions. Houlihan pleaded for radio and television stations to pull a stronger oar in the donations race.

he is resting. His condition was said to be improving each day.

Exhibitors who have recently been made members of Independent Exhibitors, Inc., and Drive-In Theatre Associates of New England include William Deitch, Cranston, R. I., Drive-In; Maurice Lipson, Majestic, West Springfield, Mass.; Harry McKernsky, Mohawk Drive-In, Gardner, Mass.; Harry and Zeke Minasian, Newport, R. I., Family Drive-In; Edward Sokolowski, Royal, Lowell, Mass.; and Joseph Stanzler, Boro Drive-In, North Attleboro, Mass. . . . The Elmwood, Providence, R. I., operated by the Ralph Snider circuit, is the third theatre in New England to be completely equipped with Todd-AO projection and sound for the showing of "Around The World In 80 Days." This 1,000 seat house was built about six years ago and is situated about two miles from downtown Providence.

## BUFFALO

Munzio Pantilla, who recently took over operation of the Auditorium, Perry, N. Y., died. It was understood that his widow would carry on the operation. . . . Edward J. Wall, Paramount field representative, was in Batavia, N. Y., to assist John Oberle with the opening of "The Ten Commandments" in the Batavia there. He later gave a hand to Ben Bordanaro in Olean, N. Y., for the same picture to open in the Olean there. . . . George H. Mackenna, general manager, Basil's Lafayette, and Arthur T. Krolick, American Broadcasting-Paramount Theatres district manager, are co-chairmen in the area for the Will Rogers Hospital combined audience collections and Christmas Salute.

## CHARLOTTE

J. L. Hyatt, owner and operator, Midway, Lancaster, S. C., sustained a heart attack and was confined to the Greer Hospital. . . . Industry veteran Otis Brannon died recently. With his brothers, he operated an independent film exchange here for a number of years. . . . Directors of Theatre Owners of North and South Carolina held their regular monthly meeting here in the association's office. A meeting of the convention committee followed. . . . Gene Dyer, former Allied

## Illinois Allied Meeting Planned By Directors

CHICAGO—Directors of Allied Theatres of Illinois, at a meeting last fortnight, discussed plans and arrangements concerning the 27th annual meeting and election of the organization, which was scheduled in connection with a luncheon last week in the Blackstone Hotel.

Jack Kirsch, president, announced that the directors also voted to fully support National Allied's stand on COMPO and recommended that members of the Illinois unit withhold payment of COMPO dues until approved by the National Allied organization; endorsed theatre collections for the Will Rogers Memorial Hospital on dates to be fixed by the local committee; and endorsed theatre collections for La Rabida Jackson Park Sanitarium, a project of Variety Club of Illinois, during the week of Aug. 9.

In the course of the meeting, Kirsch was reelected president of the association for a term of three years. Other officers and directors, elected for one-year terms, include Van Nomikos, vice-president, and Benjamin Banowitz, secretary and treasurer; directors are B. Charuhas, Jack Clark, James Gregory, Carl Goodman, Don Knapp, Ronald Kuhlman, Verne R. Langdon, Charles R. Lindau, Howard Lubliner, Sam C. Myers, Arthur F. Sass, Arthur Schoenstadt, Nate Slott, Mayer Stern, and Bruce Trinz. Harry Nepo was appointed sergeant-at-arms.

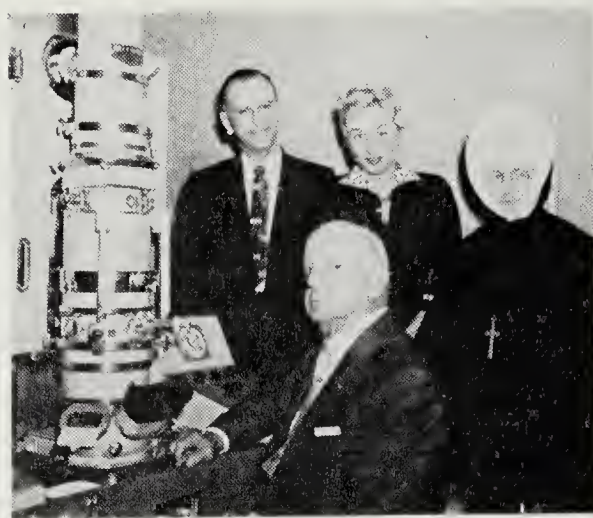
Artists branch manager, has taken over management and operation of the Charlotte Poster Exchange, formerly operated by Jay Schrader, who is devoting his full time to the operation of the Visualite.

### CHICAGO

Langston S. Thompsom, 46, executive vice-president, Wilding Pictures, died. . . . Lou Orlove was appointed Allied Artists publicist. He was formerly with MGM in Milwaukee. . . . William Devaney, MGM branch manager, went to Cincinnati for the funeral of his father. . . . Sam Schumard, ABC Drive-In, and Herb Elisburg, Halsted Outdoor manager, exchanged places. . . . The Crown is the first theatre here to contract for the Sugar Ray Robinson-Carmen Basilio fight over closed TV circuits. . . . Charles McBreen, secretary to the late John Balaban, was appointed secretary to the three B and K division managers, George Brandt, William Holden, and Abe Platt. . . . Movie attendance for the first six months of the year almost kept pace with that of last year, according to city tax collections. The take for 1957 was \$518,400, compared with \$566,854 in 1956.

### CINCINNATI

Mike Chakeres, vice-president, Springfield Theater Corporation, and his wife were hosts to 150 guests at a party following the christening of their daughter, Valarie Michelle, in the Greek Orthodox Church in Springfield, O. . . . In were Sid Cooper, UA district manager, and Jack Haynes, Detroit Theater Corporation. . . . J. B. Hibbert, former manager, Chakeres house in Xenia, O., now is managing the circuit's house in Fairborn, O., while manager Grant Frazee is vacationing. . . . Fay Humphrey has replaced Jerri Boone, resigned, as head of Paramount's contract department. . . . Sympathy was extended



Herbert J. Yates, president, Republic, is seen with the \$29,500 Electron Microscope which he recently donated to the Research Laboratory, St. Joseph Hospital, Burbank, Cal. Looking on, left to right, are Dr. Reuben Straus, research director; Mrs. Yates, and Sister Genevieve, St. Joseph Hospital Administrator.

to Helen Cerin, secretary to MGM branch manager H. R. Gaus, on the death of her mother.

COLUMBUS, O., NEWS—Loew's houses here may participate with other circuit units in Washington, D. C., and Cleveland in booking stage attractions this fall. . . . William Nelson has been appointed assistant manager, RKO Grand. . . . Miles drive-ins, which have been playing an increasing number of first-runs, showed "Battle Hell" with "Comanche." . . . "Around the World in 80 Days" will open about Sept. 1 at Hunt's Cinestage, formerly the Uptown, it was announced by Herman Hunt, operator of the house. The 729-seat theatre is now closed and a \$150,000 remodeling program is underway.

### CLEVELAND

The Hanna, only legitimate theatre in Cleveland, will inaugurate a summer motion picture policy this month with the local premiere of "Johnny Tremaine." A wide, 15 foot by 30 foot screen, is being installed, and CinemaScope might possibly be installed at a later date. Manager Milton Kranz says only pictures which have won awards at the International Film Festivals in Cannes will be shown. . . . Jack Silverthorne, manager, Hippodrome, and Jack Lewis, manager, Keith's 105th Street, have leased the Mayfield from the estate of Mike Masandrea. They are now remodeling it, eliminating the concession stand and adding a coffee bar, in antici-



This effective lobby display featuring a stuffed horse among other things was erected recently by Mark Hendrix, State, Los Angeles, to attract attention to Paramount's "Gunfight At O.K. Corral."

pation of opening with an art policy. . . . Horace Adams, president, Independent Theatre Owners of Ohio, has purchased the Raceway Track, Florence, Ky.

Martin Greengrass, Columbia salesman, was receiving congratulations on the arrival of a second son. . . . David Sandler, president, Sandler Manufacturing Company, announced he is in full production of in-car heaters for the fall season. . . . The preview in the Fairmount, staged by the Variety Club to add to its charity fund, was an unqualified success. Practically all the seats were sold. Another affair is planned for the near future.

### DALLAS

John Rowley, Variety Clubs International chief barker, announced here that the American Express Company has been appointed the official tour agency for the convention of Variety International to be held in London April 22-25. Within the next few weeks, all American Express offices and local Variety Tents will be furnished copies of a brochure outlining a selection of tours covering various periods of travel time. The arrangement according to Rowley, is not an exclusive one and individuals may deal with agencies of their own choice if they desire. . . . A group of six of the city's top models served as usherettes for the first two showings in the Palace of Columbia's "Fire Down Below." . . . The Cinderella, Samuels Boulevard, and Twin Hi-Ways Drive-Ins showed the triple bill, "Rebel Girls," "Bailout At 43,000," and the locally-made "Rock, Baby, Rock It." . . .

### DENVER

A. P. Archer and Joe Dekker, president and vice-president, respectively, Civic Theatres, have sold the circuit to the Atoz Amusement Company and Dekker, who has been in the industry for 37 years, is quitting to look after other interests. The houses involved include the Federal, Oriental, Holiday and the closed Coronet, all in North Denver. Archer, who was in distribution prior to the time he and Dekker organized Civic, will continue as vice-president of Atoz. The president of Atoz is C. U. Yaeger. . . . As soon as new furniture arrives and is installed, United Artists will move to 807 21st Street, vacated recently by RKO. . . . Richard Fulham, branch manager, 20th-Fox, was on vacation.

### DES MOINES

Iowa-Nebraska Allied in its regular bulletin, struck out at some recent films dealing with celebrities of the past. "Are there too many nostalgic pictures and not enough about today's problems and people?" the Bulletin asked. . . . The Twixt-Town Drive-In under construction near Cedar Rapids, Ia., will have the widest curved screen of any drive-in in the state, according to manager Leo Heaton. . . . Harold Wright, who has been associated with a store at Lone Tree, Ia., announced the opening of the Lone Tree under his management. All new sound and air conditioning has been provided. . . . The Grand, Wellman, Ia., has been reopened after being closed for a year. . . . The Swea, Swea City, Ia., has been reopened.

### HARTFORD

HARTFORD, CONN., NEWS—Lockwood and Gordon reopened the Torrington, Conn., Drive-In with Vincent Youmatz as resident manager. . . . Frank Wentworth and David Legasse became assistant managers, Alperin

Rialto, Windsor Locks, Conn. Alfred Alperin continues as supervisor. . . . Paul Zalinsky is the new assistant to Jack Sanson, Stanley Warner Strand, which was to unveil "Around the World in 80 Days" this week. Phil Harrington, formerly Sanson's aide, now is relief manager. . . . John J. Kearns, veteran local projectionist, died. . . . Joseph S. Borenstein, veteran Strand manager, New Britain, Conn., died suddenly.

**HOUSTON**

E. B. Coleman, MGM, recently visited with Homer McCallon, manager, Loew's State. . . . Marvin Helf, Interstate's Tower, was a Methodist Hospital patient for surgery. . . . Randall Clair, general manager, Long's Theatres, was reported ill. . . . Guy Price, Airline Drive-In, returned to his post. . . . Richard Richman, New York public relations man, was here on behalf of "Night Passage," conferring with Art Katzen, local Interstate publicity chief.

**JACKSONVILLE**

Ted Chapeau, Variety chief barker, announced that Leo Carrillo will headline a western show at the Jacksonville Agricultural and Industrial Fair in October, which will be sponsored by Tent 44. . . . Bill Korenbrot, Imperial manager, promoted a free jalopy to give away during his first local run of "Beginning of the End" and "The Unearthly." . . . The New Casino made a bid for additional patronage through a newspaper ad that served as a free coupon when presented at the boxoffice.

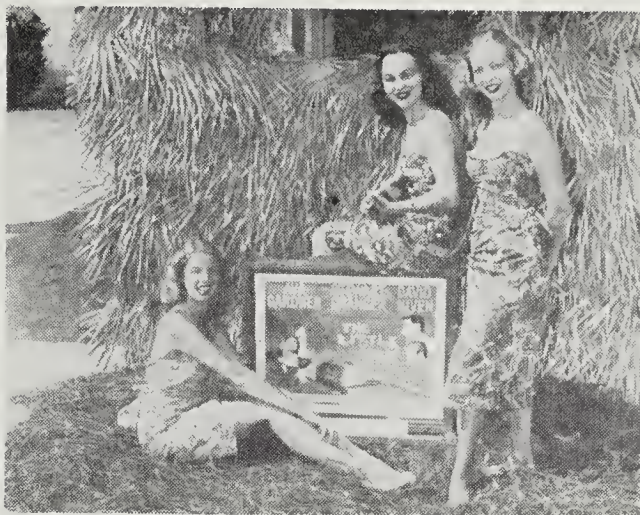
MIAMI, FLA., NEWS—Mike Rosenkranz is new drive-in relief manager, Wometco Circuit. . . . Krag Collins, manager, Center, was recovering at his home following surgery. . . . Mitchell Wolfson, Wometco co-owner, left with Mrs. Wolfson for a European trip. . . . Tom Leighton has been hired as relief manager Wometco Ft. Lauderdale, Fla., theatres, replacing Andrew Malanos, who had to return north for an indefinite period.

**MEMPHIS**

Without fanfare, Elvis Presley's new film, "Loving You," had its world premiere in the Strand recently. The initial audience of 487, not a full house, was mostly girls in the 13 to 17 age group. Although the star was in Memphis, his home town, no plans were made for a personal appearance. "We just kicked it off and let it roll," explained the manager. . . . "Island in the Sun" was unanimously banned by the Board of Censors. The Board reported the film as "inflammatory, too frank a depiction of miscegenation, offensive to moral standards, and no good for either white or negro." . . . Art Theatre Guild, operating the old Ritz as the Guild Art, opened with "Wee Geordie." Nelson McNaughton is manager. . . . Local first run theatres have advanced admission from 60 to 65 cents for matinees and from 75 to 85 cents in the evening. Children's price remains 20 cents anytime. . . . "Gunfight at the O. K. Corral" is the movie for July, selected by the Better Films Council. "Cinderella" has been selected for family audiences.

**MINNEAPOLIS**

A wide screen and CinemaScope equipment are being installed in the Rialto, New London, Minn., while the house is closed for the summer. . . . E. O. Olson, Grand, Northfield, Minn., resumed his summer "happiness tours" on Saturday mornings for Northfield

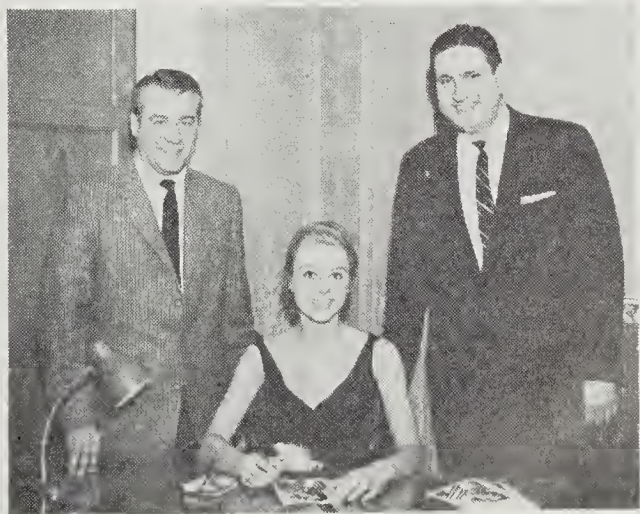


These local girls attired in sarongs were used recently to greet people as they entered the Gainesville Drive-In, Gainesville, Fla., as bally for MGM's "The Little Hut," by manager Henry E. Hughes.

youngsters. . . . Lobby of the Time, Kenyon, Minn., has been remodeled. . . . George Jonchowski is studying the possibility of reopening the shuttered Granada, New Prague, Minn. . . . Arvid Olson's Metro, Pine Island, Minn., is sponsoring a series of free Wednesday night shows during the summer. . . . The Rocket, Lake Crystal, Minn., and the town's business and professional men are cooperating on a series of free Saturday matinee shows for kids. . . . Bob Favaro, MGM press representative, is engaged to Los Challott, office manager's secretary, 20th-Fox. . . . Jack Hollischer, office manager, Columbia, announced the birth of a daughter. . . . Michael Todd and Michael Todd, Jr., were in for the gala formal premiere of "Around the World in 80 Days" in the Academy, formerly the Alvin. . . . The Avon, Waukesha, Wis., built 43 years ago, is being razed for a commercial development.

**NEW ORLEANS**

John B. Dumestre, Jr., Southeastern Theatre Equipment president, was in from Atlanta to confer with branch manager William H. Murphy, Jr. . . . Loew's Theatres western division manager Russell A. Bovim was a visitor. . . . The Lake, Lake Arthur, La., reopened following repairs required by the visit of Hurricane Audrey. Many other damaged theatres will require more time to repair. . . . The Paramount exchange was preparing to move to new quarters at 2339 Tulane Avenue, according to branch manager William Holliday. . . . Sympathy was extended to Roland Hoffman, United Theatres,



Inger Stevens, star, MGM's "Man On Fire," recently appeared at the world premiere of the film at the Riverside, Milwaukee, where she is seen autographing a photograph for Andrew Spheeris, Standard Theatres executive, and Erv Clumb, managing director of the theatre.

**New Theatre Group Formed In Florida**

MIAMI, FLA.—A new theatre group has been formed in Florida to be known as United Theatres, Inc., embracing 14 drive-ins and closed theatres from West Palm Beach to Key West. An industry veteran, Hank Hearn, will head up buying and booking for the theatres.

Under the arrangement, all buying, booking, and purchasing will be done in the Miami office, and other theatres are expected to be added in the near future.

Members of the corporation are Clyde N. Hall, West Palm Beach; Charles Myers, Pompano Beach; George C. Hoover, Miami; E. M. Loew, Miami; Myron A. Kirkhart, Miami; Keith McCoomas, Miami; Ed Campbell, Miami; Herbert Wood, Marathon; Ygnacio and John Carbonell, Key West; and George Cheren, West Hollywood.

Hoover was elected president. Vice-presidents are Loew, Ygnacio Carbonell, and Hall; Kirkhart is treasurer; Cheren is secretary; and the directors are Campbell and Wood.

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on the death of his wife. . . . The Pike Booking Company, McComb, Miss., recently acquired several new accounts, including the Gordon and Ogden, Baton Rouge, La.; the Joy Drive-In and Lake, Greenville, Miss.; and the Airport Drive-In and the Paramount, Greenwood, Miss.

## NEW YORK

All the specialized theatre exhibitors in the city publicly saluted "La Strada" as it recently completed a 52-week consecutive run at the Trans-Lux 52nd Street Theatre. . . . Janus Films, Inc., has moved to 100 West 55th

# Film Exchange and Dealer Listing for the KANSAS CITY FILM TERRITORY

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### • Film Distributors

#### ALLIED ARTISTS, 130 W. 18th St.—Harrison 1-2305

Br. Mgr.: Frank Thomas. Office Mgr. and Booker: Bob Clark. Sales: Earl Ogan, Frank Westbrook. Cashier: Eleanora Martin. Emerg. Phone: NI 2-4950.

#### BUENA VISTA (Disney), 114 W. 18th St.—Baltimore 1-1540

Br. Mgr.: R. R. (Tommy) Thompson. Sls. Mgr.: Marvin Goldfarb. Booker: Dorothea Warneke. Emerg. Phone: JA 3-8119

#### COLUMBIA, 214 W. 18th St.—Harrison 1-3892

Br. Mgr.: Thomas Baldwin. Office Mgr.: William Jeffries. Sales: Herbert Stutz, Gene Snitz, Larry Biechele. Bookers: Robert Krause, William McIntire, Jerry Winkler. Cashier: Christine Wilson. Emerg. Phone: FL 3-8233. (Div. Mgr. in residence: Ben Marcus.)

#### DIXIE, 110 18th St.—Victor 2-8498

Br. Mgr.: W. F. Gaffney. Emerg. Phone EM 1-3866.

#### METRO-GOLDWYN-MAYER, 220 W. 18th St.—Grand 1-2109

Br. Mgr.: T. E. Bailey. Office Mgr.: James D. Witcher, Jr. Sales: Al Adler, Roger Leaton, Bob Johns. Bookers: Les Durland, John Tonge, Leonard Abrams, Robert Mauss. Cashier: Tillie Eastburn. Field Exp.: Bernie Evens. Emerg. Phone WE 1-3667.

#### PARAMOUNT, 1802 Wyandotte St.—Grand 1-0410

Br. Mgr.: Harry Hamburg. Sls. Mgr.: Don Foster. Office Mgr. and Booker: Thomas Gooch. Sales: Ray Carter, James Devlin. Cashier: Anna O'Toole. Emerg. Phone JO 2-2680

#### REPUBLIC, 215 W. 18th St.—Grand 1-6789

Br. Mgr.: R. J. McCafferty. Office Mgr. and Booker: Jack Ragar. Sales: B. J. McCarthy. Cashier: Joe Shultz. Emerg. Phone: HI 4-2913.

#### 20th CENTURY-FOX, 1720 Wyandotte St.—Harrison 1-7253

Br. Mgr.: J. R. Neger. Sls. Mgr.: H. B. Kinser. Sales: V. M. Skorey, John Long, W. W. Sherrill. Bookers: Eric Green, Joe Bondank, William Gill. Cashier: Grace Roberts. Field Exp.: Harold (Chick) Evens. Emerg. Phone: MI 9-0173.

#### UNITED ARTISTS, 219 W. 18th St.—Grand 1-1123

Br. Mgr.: Ralph Amacher. Sales: G. M. Dean, John Dobson, Morton Truog. Bookers: Robert DeJarnette, Carl Bain. Cashier: Beulah Ryan. Emerg. Phone: RA 2-7050.

#### UNITED, 120 W. 18th St.—Victor 2-8544

Br. Mgr.: R. F. Herrell. Cashier: Nina Bridges. Emerg. Phone: EM 3-0483

#### UNIVERSAL, 1700 Wyandotte St.—Harrison 1-5624

Br. Mgr.: Morris Relver. Office Mgr.: Lawrence T. Klein. Sales: John Wangberg, Hugh McKee, Ray McKittrick, Ralph Morrow. Bookers: Hank Sunday, Jean Calvert, Chuck Decker. Cashier: Ruth Hollingsworth. Emerg. Phone: HE 2-2271. (Dist. Mgr. in residence: Lester Zucker.)

#### WARNER BROS., 1703 Wyandotte St.—Harrison 1-4645

Br. Mgr.: Russell C. Borg. Office Mgr.: Howard C. Thomas. Sales: Joe Manfre, Jack Harris, Harold Cass. Bookers: Charles Oliver, Mary Heuelsen, Roy Hurst. Cashier: Phillis Whitesaver. Field Exp.: Don Walker. Emerg. Phone: EN 2-7687.

### • Supply Dealers

#### MISSOURI THEATRE SUPPLY, 115 W. 18th St.—Baltimore 1-3070

Emerg. Phone: HE 2-1503.

#### NATIONAL THEATRE SUPPLY, 223 W. 18th St.—Baltimore 1-9858

Emerg. Phone: JACKSON 3-8082.

#### SHREVE THEATRE SUPPLY, 217 W. 18th St.—Harrison 1-7849

Emerg. Phone: WABASH 3-0632.

#### STEBBINS THEATRE EQUIP., 1804 Wyandotte St.—Grand 1-0134

Emerg. Phone: DREXEL 1-2791.

### • Screen Trailers

#### NATIONAL SCREEN SERVICE, 1800 Baltimore St.—Victor 2-5893

Br. Mgr.: Louis Patz. Office Mgr.: Hazel Buell. Sales: Jack Winningham, Al Rothschild. Bookers: Alice Miller, Opal Grooms. Cashier: Hazel Buell. Emerg. Phone: BE 1-3341.

### • Signs, Advertising and Printing

#### CAPITOL FLAG AND BANNER CO., 1719 Wyandotte St.—Victor 2-8798

#### CAUGER, A. V. SERVICE, 10922 Winner Rd., Independence, Mo.—Clifton 2-9390

#### MERCURY ADV. CO., 221 W. 18th St.—Harrison 1-6364

#### NATIONAL DISTR., 3724 Penn St.—WE 1-0449

#### NATIONAL SCREEN SERVICE, 1800 Baltimore St.—Victor 2-5893

#### UNITED FILM SERVICE, 2449 Charlotte St.—Baltimore 1-5100

### • Film Delivery Service

#### EXHIBITORS FILM DELIVERY & SERVICE, 120 W. 17th St.—Grand 1-2094

Office Mgr. Abbot Sher. Emerg. Phone: JA 3-5814.

### • Service Companies

#### ALTEC SERVICE CO., 1015 Walnut St.—Harrison 1-7330

#### DRIVE-IN THEATRE MFG. CO., 505 W. 9th St.—Harrison 1-8007

#### RCA SERVICE CO., 221 W. 18th St.—Harrison 1-6953

## New Orleans Exhibs Map Hospital Drive

NEW ORLEANS—Industry representatives met recently in the Paramount Screening Room to outline plans for the Will Rogers Hospital combined audience collection-Christmas salute drive. Under the direction of United Artists branch manager Alex Maillho and exhibitor spokesman Teddy Solomon, the discussion emphasized the necessity of all-out effort to realize this territory's quota.

Solomon, who attended the recent testimonial dinner for Columbia's Abe Montague in New York and later toured the Hospital, described for the group the work being done at Saranac Lake and the need to expand facilities.

Maillho outlined the program for film salesmen to convey to exhibitors, in order that the latter can cooperate to the fullest extent. Free audience collection trailers are available from National Screen Service, it was said.

Street; and Ava Leighton has joined the organization. . . . Stern's department stores heralded 20th-Fox's "An Affair To Remember" with full-page and double-truck ads in the metropolitan dailies recommending the Roxy film. . . . Rouben Mamoulian, in for the premiere of MGM's "Silk Stockings," Music Hall, was guest of honor at the Writers' Conference reception at Columbia University. . . . Karen Clarke, formerly consultant to MGM and other motion picture producers, has joined Sven Thornblad Sales Engineering Company, New York, as special consultant for production of commercial and industrial motion pictures prepared for clients as part of the agency's sales promotion and public relations services. . . . For the remainder of the summer Columbia Picture's telephone switchboard operators will turn exploiters for one minute a day. Every afternoon at 3.10 P. M. at the home office, the studio in Hollywood and the 33 exchange offices the operators will answer all calls with the time as well as the usual "Columbia." Of course, one of Columbia's big releases for the summer is "3.10 To Yuma."



Charles A. Smakwitz, zone manager, and Tony Williams, assistant, are seen as they recently said farewell to Frank Costa, retiring manager, Warner, Ridgewood, N. J., after 28 years of service.

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## Natural Bridge Fetes Film Production Crew

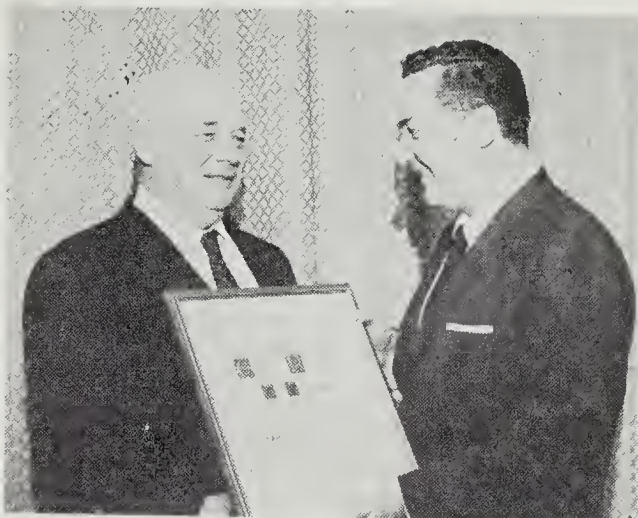
NEW ORLEANS—Wayne County, Tenn., recently staged a gala reception for motion picture producers A. L. Royal, Meridian, Miss., and T. V. Garraway, Prentiss, Miss., whose newest production under the Panorama Pictures Corporation banner, "Natchez Trace," will be made at Natural Bridge, near Waynesboro, Tenn.

Accompanied by actress Nancy Kelly, the producers were met at the Alabama-Tennessee line on the Natchez Trace. The welcoming party, riding in 32 convertible automobiles, included state, county, and city dignitaries escorted by Tennessee State Police and Federal Park Rangers. In Waynesboro, an official welcome was extended by Mayor Jack Yeiser, who had dubbed the day Natural Bridge Day.

The reception was highlighted by a beauty pageant at Natural Bridge, when 46 girls competed for the title of Miss Natural Bridge of 1957 and the opportunity to appear in the Panorama picture. A crowd of 5,000 was present. The entire production company will be guests at the Alpine Lodge, owned and operated by Mr. and Mrs. Charles J. DeMarchi.

NEWARK, N. J., NEWS—A complete motion picture projection installation was accepted recently by Don Bosco Technical School, as a gift from the Stanley Warner Theatres of New Jersey, headed by Si Fabian, a native of Paterson. The equipment was presented by Charles A. Smakwitz, zone manager. . . . Stanley Warner Newark zone managers were awarded bonds recently for National Brotherhood Collections. A \$100 bond went to J. Daniels, Stanley, Jersey City; \$50 bonds to Diane Gordon, Oritani, Hackensack, and George Kemp, Motauk, Passaic; a \$25 bond to John Stanek, Branford, Newark; G. Birkner, Fabian, Paterson; and Frank Costa, Warner, Ridgewood.

Earle Sweigert, veteran industryite now handling the Andalusia Drive-In, was injured when hit by an automobile on 15th Street near Market Street. He was taken to the hospital for x-rays and his nose required eight stitches; but he is now back at work.



Eugene Pleshette, managing director, Brooklyn Paramount, recently received the above plaque of appreciation from Kings County Judge Samuel S. Leibowitz, left, chairman, Salute To Israel festival held at Ebbets Field.

## PHILADELPHIA

. . . Lester Schwartz, 55, former SW manager and a local publicist, died in Puerto Rico, where he had lived for the past seven years and where he was a manufacturers' representative . . . Screen Guild was boasting it had rounded up "100 area dates" on Dominant's "Noah's Ark," a new record of simultaneous showings. . . . Daily News columnist Jerry Gaghan was on Mexico vacation. . . . Benny (American) Harris was recuperating from his recent heart attack satisfactorily. . . . The Carman was experimenting with some bargains in family admissions, as many as five being admitted for one paid. Management claimed they had the room, so why not? . . . Joe Conway, Wayne Avenue Playhouse art film impresario, visited with old joey friends at the Barnum and Bailey, Ringling Brothers Circus at the ball park stadium and also renewed acquaintanceship with several pachyderms. . . . Condolences to Jack Beresin, upon the death of his sister in Cleveland. . . . Dave Kane is now handling area publicity for Universal-International. . . . Recent area closings were the Earle, New Oxford, Pa., and the Jefferies, Roxboro, Philadelphia. . . . The Hippodrome, Pine Grove, Pa., is now open one day a week. . . . The Wax's Royal

## Pittsburgh Supports Will Rogers Drive

PITTSBURGH—The Will Rogers Hospital drive is now in full swing in the exchange area. Some 170 theatres and drive-ins have signed pledges for audience collections, including 28 Stanley Warner theatres, it was reported last fortnight by Jack Judd, distributor chairman, and Bert Stearn, exhibitor chairman. Dates for the collection will vary at individual theatres, and will be timed to reach maximum audiences, when top attractions are playing.

Every distributor manager has pledged himself and his staff to help take and supervise collections in drive-ins. They will secure also Christmas Salute contributions. Collections in 33 drive-ins will be personally supervised by branch managers Ralph Pielow, MGM; Gene Jacobs, Paramount; Francis Guehl, Universal; Nat Rosen, 20th-Fox; Jack Kalmenson, Warners; Perry Nathan, National Screen Service; Dave Silverman, Allied Artists, plus Frank Silverman, salesman, Columbia. Acting as an aide to Judd is Larry Seidelman, Buena Vista branch manager.

Allied Motion Picture Theatre Owners, under the direction of Harry Hendel, sent out 400 letters urging independent exhibitors to join in the collection drive.

has been refurbished and air conditioned. . . . Jack Jaslow, the independent distributor, smashed up his car a bit. . . . Dave Rosen was enthused over the Green Hill booking some of his releases.

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The world premiere of 20th-Fox's "An Affair To Remember" was held recently aboard the S.S. Constitution anchored in New York harbor. Among those present were, left to right, Spyros P. Skouras, 20th-Fox president; John Gehan, president, American Export Lines; Joseph Moskowitz, 20th-Fox vice-president and eastern studio representative; 20th-Fox star Debra Paget; Fred Zinneman, director of 20th-Fox's "A Hatful Of Rain"; Charles Einfeld, 20th-Fox vice-president; and Leo McCarey, director, "An Affair To Remember."

# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film backers . . . circuit executives . . . maintenance and equipment engineers. IF you\* are looking for a job, . . . or IF you\* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

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The first contingent of about 100 children and counsellors left for the camp at Worcester, Pa., last week after undergoing thorough medical examinations at the Variety Club Tent 13 headquarters in the Bellevue-Stratford Hotel, Philadelphia. Seen, left to right, are James Arness, star of the national television show, "Gunsmoke"; Leo Posel, president, Philadelphia Variety Club-Daily News Camp; Sylvan M. Cohen, Tent 13 chief backer; and Mike Felt, of Tent 13.

## ST. LOUIS

Ralph Johnstone, 45, former projectionist and operator, Brighton, Brighton, Ill., and Grafton, Grafton, Ill., succumbed to cancer of the throat. . . . Lieutenant Governor Edward V. Long, Missouri-Illinois Theatre Owners director, was functioning as Acting Governor in the absence of Governor James T. Blair, Jr., who was undergoing tests in the Mayo Clinic, Rochester, Minn. . . . Jerry Lewis was slated to visit last week on behalf of Paramount's "The Delicate Delinquent."

## SEATTLE

Mel Huling, Allied Artists division manager, San Francisco, and Harold Wirthwein, district manager, Los Angeles, were here to confer with branch manager Ed Cruea. . . . Chuck Rose Meyer, formerly with Buena Vista and RKO, is a new Allied Artists salesman, while Gordon Wallinger has taken over as office manager and booker. . . . Harry Belafonte was presented by Northwest Releasing Corporation in four appearances last fortnight.

## Portland Makes Bid For Film Production

PORTLAND—The Portland Chamber of Commerce, working with civic leaders, made a strong bid for a major portion of Hollywood's motion picture and television production when it announced the formation of a motion picture development and information committee.

The committee will attempt to attract more film productions to this area by constructing at least one fully equipped sound stage as the nucleus for a studio. In addition, plans are being laid to provide complete studio facilities and to conduct an intensive promotion designed to lure film producers to Oregon.

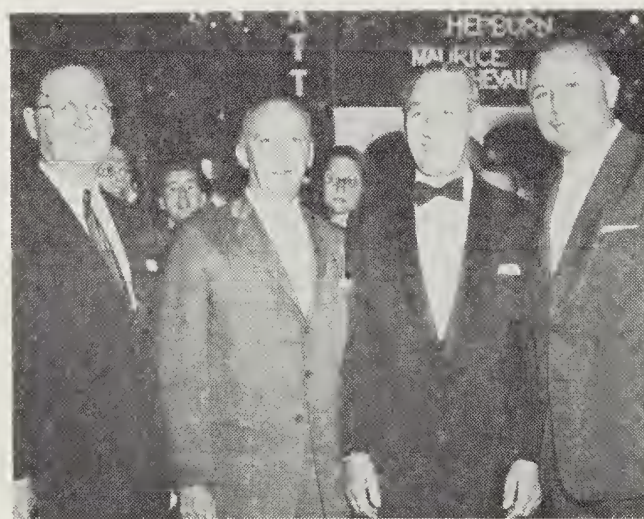
These ambitious plans, to go into work immediately, were announced by David C. Duncan, president, Portland Chamber of Commerce, at a meeting with Hollywood producer Linsley Parsons. Parsons was in Portland with his associate, John H. Burrows, filming Allied Artists' "Portland Exposure."

Duncan told Parsons that "as a starter" the Chamber is aiming at Hollywood's action dramas and "westerns," as well as the many TV series that have a western background. With this program well established, Duncan believes that other productions could be attracted to the area.

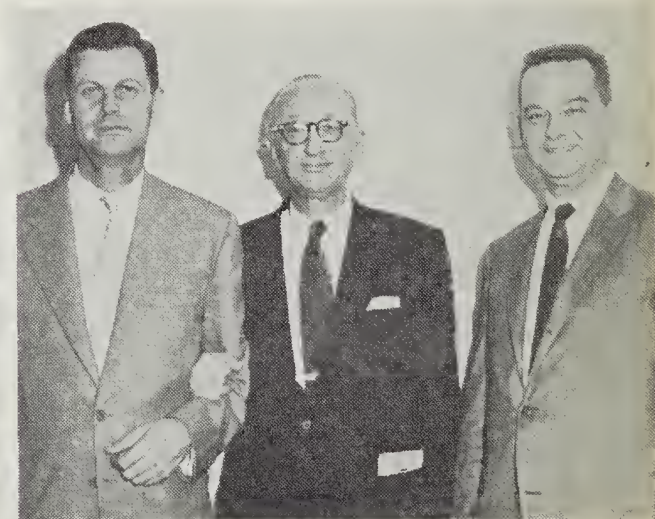
In pointing out the benefits to future producers, Duncan indicated that the favorable tax structure in Oregon would be of prime importance. Oregon has no sales tax, whereas California's sales tax alone adds to thousands of dollars to the production costs, depending on the film's budget. The personal property tax also is more favorable than California's, where the studios ship film out of the state to avoid the tax payment in March.

## SAN ANTONIO

A flash fire at the Fiesta Drive-In burned two workmen cleaning a concession booth floor with gasoline. Firemen administered first aid to Ralph Rodriguez and to Louis Rodriguez. Neither was hospitalized. . . . Allan C. Dalzell, Columbia exploitation department, was in on behalf of "Fire Down Below," in the Aztec. . . . Robert Lucchese, Zaragoza Amusement Company, won the weekly Brackenridge Park Golf sweepstakes. . . . Gretchen Trantow is ringing down the curtain after 32 years in the theatre business at Alvin, Tex. She started playing the piano in the early days and then switched to selling tickets, where she's been ever since. . . . Rites for William Bart Bolton, 62, former east Texas theatre owner, were held at Jacksonville, Tex. Bolton died in his home at League City, Tex.



Among those on hand for the recent world premiere of Warners' "Band Of Angels," New York Paramount, were, left to right, Ed Hyman, vice-president, AB-PT; Larry Morris, general manager, B. S. Moss Theatre Circuit; Robert K. Shapiro, managing director, Paramount; and Bernard R. Goodman, Warners' home office executive.



Attending the recent reopening of the renovated World, Philadelphia, with J. Arthur Rank's "The Third Key," were, left to right, Kenneth Hargreaves president, Rank Film Distributors of America; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; and Duncan McGregor, president, Pathe Cinema Circuit.

# BUENA VISTA

Bambi

CARTOON  
71M.

(Technicolor)

ESTIMATE: Reissue is top flight Disney.

X-RAY: When first reviewed in THE SERVESECTION of June 3, 1942, it was said: "Disney has done it again. Here is the latest of his efforts, filled with beauty, chuck full of amusing situations, and crowded with new characters. Technically, Disney has never done anything so fine before. The various scenes of the picture are truly art work, and color is used not only as an attraction but actually as an integral part of the story. Of new characters there are many, with Thumper, the rabbit, a sure bet to be the hit. Songs are catchy and sure to help the picture along. Once again Disney has presented a masterpiece of creation. It deserves the best of selling attention."

AD LINES: "Walt Disney's Greatest Creation"; "The Genius Of Walt Disney In His Finest Feature Cartoon"; "Meet Thumper—Walt Disney's Newest, Funniest Character."

# COLUMBIA

Jeanne Eagles (204)

DRAMA  
109M

ESTIMATE: Highly interesting, well-made biographical drama.

CAST: Kim Novak, Jeff Chandler, Agnes Moorehead, Charles Drake, Larry Gates, Virginia Grey, Gene Lockhart, Joe De Santis, Murray Hamilton. Produced and directed by George Sidney.

STORY: Kim Novak as Jeanne Eagles is determined to become an actress. She joins the carnival operated by Jeff Chandler. He falls in love with her and she persuades him to take her to New York. He joins his brother in the operation of a highly successful amusement park at Coney Island, and she takes acting lessons from Agnes Moorehead. She replaces an actress in a Broadway show and is an instant sensation. She begins to have less and less time for Chandler, who wants her to give up her career and marry him. A down and out actress, Virginia Grey, tells her of the play "Rain" and Novak steals it from her as a starring vehicle for herself. Grey commits suicide and this causes Novak's physical, mental, and professional decline. She takes to drink and dope, suffers an unhappy marriage, and is no longer a dependable actress. The newly formed actor's union suspends her. Chandler joins her again and tries to rehabilitate her, but the pace of her life has taken its toll. She dies just before her first film is released.

X-RAY: This highly effective film biography of a star who shone too brightly too quickly makes for highly dramatic fare. Performances by the principals are uniformly excellent, and Novak is radiant in the title role. The period is wonderfully recreated, and George Sidney has lavished careful attention in both production and direction chores. The story should have special appeal for women patrons and should do well. On the debit side is the fact that today's generation is likely to wonder who Jeanne Eagles is, but the film can be sold as straight drama for good returns. Name values are excellent as well. Screenplay is by Daniel Fuchs, Sonya Levien, and John Fante. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher rates.

AD LINES: "She Exploded On Broadway Like A Bomb, But Burned Out Too Quickly"; "She Loved Him . . . But Loved The Theatre More"; "The Heartbreaking Story Of Jeanne Eagles . . . Who Rose Too Far Too Fast."

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## MOTION PICTURE

# EXHIBITOR

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SECTION TWO  
VOL. 58 • No. 13

JULY 24, 1957

The Young Don't Cry (205)

DRAMA  
89M.

ESTIMATE: Mineo should draw teenagers.

CAST: Sal Mineo, James Whitmore, J. Carroll Naish, Gene Lyons, Paul Carr, Thomas Carlin, Leigh Whipper, Stefan Gierasch, Victor Thorley, Maureen Cole, James Reese, Ruth Attaway, Leland Mayforth, Dick Wigginton, Stanley Martin, Josephine Smith, Joseph Killorin, Phillips Hamilton, Victor Johnson. Produced by Philip A. Waxman; directed by Alfred L. Werker.

STORY: Teenage orphan Sal Mineo befriends convict James Whitmore. Whitmore escapes and Mineo is innocently involved. Warden J. Carroll Naish, brutal and boasting that a prisoner has never escaped from him, tries to torture news of Whitmore's whereabouts from Mineo, but the youngster refuses to tell him a thing. Actually, Whitmore has been killed by a random bullet from Naish's rifle. Mineo realizes that keeping this knowledge from Naish can destroy him. Naish loses his job, and Mineo graduates from the orphanage to begin life on his own.

X-RAY: The Mineo name is a potent draw to youthful movie and record fans, and the youngster proves again here that he is one of the screen's finest young performers. Whitmore adds a fine characterization as well, but despite some interesting moments, the story is a bit too involved with psychological overtones to hold together all the way dramatically. Doubled with another film with youth appeal, it should do well with the younger set despite its script shortcomings. Screenplay is by Richard Jessup from his novel.

AD LINES: "He Was Too Tough For Tears"; "The Screen's Most Dynamic Teenage Star In The Toughest Teenage Movie Of Them All"; "Lashing Out At A World He Wants No Part Of—Turning Man Overnight . . . And Proving Himself More Man Than Most."

# MGM

Tip on a Dead Jockey

MELODRAMA  
109M.

(738) (CinemaScope)

ESTIMATE: Interesting meller has good name values.

CAST: Robert Taylor, Dorothy Malone, Gia Scala, Martin Gabel, Marcel Dalio, Jack Lord, Joyce Jameson, La Chunga. Produced by Edwin H. Knopf; directed by Richard Thorpe.

STORY: Korean War pilot Robert Taylor has lost his nerve and given up his job as an airline pilot. He resides as an expatriate in Madrid and asks his wife, Dorothy Malone, for a divorce. She comes to Madrid to see him, letting him believe she got the divorce but in reality anxious for a reconciliation. Smuggler Martin Gabel offers Taylor \$25,000 to fly some English currency from Egypt to

Spain, and fixes a horse race that Taylor has bet on to make him accept. Taylor, afraid to fly again, arranges for friend Jack Lord to replace him, leading to accusations that he is trying to get rid of Lord and take Lord's wife, Gia Scala. At the last minute, Taylor takes the flight himself. He finds that he is actually smuggling dope and reports the whole story to the police, who pick up Gabel. Taylor, his confidence restored, is reunited with Malone.

X-RAY: This meller makes good use of interesting European backgrounds and a fine cast and holds interest throughout. Taylor and Malone are fine in their roles, and there are enough sequences of action and intrigue to satisfy most fans. Some of the dialogue is sharp and clever, and there is some good comedy relief.

TIP ON BIDDING: Better program rates.

AD LINES: "A Man In Search Of Himself . . . A Woman In Search Of Her Man"; "Action And Intrigue . . . With Death As The Payoff."

# 20TH-FOX

An Affair To Remember

DRAMA  
115M.

(727) (CinemaScope)  
(Color by DeLuxe)

ESTIMATE: Highly entertaining entry should do very well.

CAST: Cary Grant, Deborah Kerr, Richard Denning, Neva Patterson, Cathleen Nesbitt, Robert Q. Lewis, Charles Watts, Fortunio Bonanova, Matt Moore, Louis Mercier, Geraldine Wall, Nora Marlowe, Sarah Selby, Alberto Norin, Genevieve Aumont, Jesslyn Fax. Produced by Jerry Wald; directed by Leo McCarey.

STORY: Aboard a trans-Atlantic liner, playboy bachelor Cary Grant and one-time night club singer Deborah Kerr fall in love. They promise to get out of romantic entanglements. He was scheduled to wed heiress Neva Patterson, and she was to wed tycoon Richard Denning. They make a date to meet six months later atop the Empire State Building, after which they would be married. She does well as a singer, and he takes up painting seriously and does well too. Grant is waiting at the appointed time, but Kerr is hit by an auto and seriously injured. Recovering use of her legs promises to be a slow process, and she refuses to let anyone tell Grant. He finally tracks her down and learns of her condition just before he is to leave her forever. They are reunited.

X-RAY: Warm, human, humorous, romantic, and highly entertaining is this fine film containing the right chemistry to bring people in and send them forth fully satisfied and with strong recommendations to others. The strong charm of Cary Grant makes itself felt

from the very start and holds audiences tight, while the capable emoting of Miss Kerr is a powerful additive. Add to this a touching story, high rating direction by master Leo McCarey, and unstinting production by Jerry Wald, and you've got an entry that is up there with the better ones. Not only is it good for a number of laughs, but what may be more important, it also brings forth many a tear from viewers, especially the femmes. The film is based on "Love Affair," which McCarey helped write and which he directed and produced in 1939. This screenplay is by Delmer Daves and McCarey based on an original by McCarey and Mildred Cram. There is a song, "Affair to Remember," which is sung off screen by Vic Damone. The use of color and CinemaScope also help put this across.

**TIPS ON BIDDING:** Higher rates.

**AD LINES:** "An Affair To Remember' Is A Picture To Be Remembered"; "Masterful Entertainment . . . Is What Everyone Is Saying About 'An Affair To Remember'"; "The Picture With Heart . . . It Spells Fine Entertainment For Everyone."

## God Is My Partner (724)

DRAMA  
80M.

(RegalScope)

**ESTIMATE:** Good family entertainment for smaller situations.

**CAST:** Walter Brennan, John Hoyt, Marion Ross, Jesse White, Nelson Leigh, Charles Lane, Ellen Corby, Paul Cavanagh, Nancy Kulp, John Harmon, Charles Gray. Produced by Sam Hersh; directed by William F. Claxton.

**STORY:** Because retired surgeon Walter Brennan starts to give away much of his money, he is brought to court by his nephews, who charge he is no longer competent to handle his funds. Defending him is his niece Marion Ross. Trying to tear him down is opposing attorney Charles Hoyt, who brings in some of the off-beat characters he gave money to and who shows that he wanted to give \$50,000 to his church. Ross shows how Brennan's contributions helped people and how they became better citizens for it. She finally gets Hoyt on the witness stand and poses a question that establishes that Hoyt belongs to a church, that he takes part in its activities, and that he contributes money to it. He can't answer "Why?" The case falls apart and Brennan can go on doing what he wants.

**X-RAY:** This is the kind of film that should engender much good will and favorable word of mouth on behalf of theatres showing it. It should get the backing of church groups, women's organizations, and other organized community operations. The story is a simple one with warm tones, human deeds, and bits of humor. The acting is good, with Brennan giving his usual capable performance, and the direction and production are good. With a little extra selling and effort, this could give a fine account for itself family-wise, especially in the smaller situations where the theatre can get close to the community. The screenplay is by Charles Francis Royal.

**AD LINES:** "A Radiant Film That Will Give Its Viewers A Happy Time"; "How Christmas Came In May To One American Town"; "A Film Of Warmth, Sunshine, And Happiness For The Whole Family."

## UNITED ARTISTS

### Bop Girl Goes Calypso

(Bel-Air)

MUSICAL  
79M.

**ESTIMATE:** Programmer for the younger set.

**CAST:** Judy Tyler, Bobby Troup, Margo Woode, Lucien Littlefield, George O'Hanlon, Jerry Barclay, Judy Harriet, Mary Kaye Trio, the Goofers, Lord Flea and his Calypsonians, Nino Tempo, the Titans. Produced by Aubrey Schenck; directed by Howard W. Koch.

**STORY:** University psychologist Bobby Troup predicted the rise of rock-n-roll and now predicts a trend to calypso. He has a tough time convincing rock-n-roll singer Judy Tyler of this, but she tries several calypso tunes. They are attracted to each other, angering Margo Woode, psychology researcher who considers her marriage to Troup a vital part of her work. Club manager George O'Hanlon also goes calypso as Tyler and Troup plan a wedding after their success. Woode throws in the sponge and also turns to calypso.

**X-RAY:** The featherweight, familiar story doesn't interfere too much with the musical presentations, and as a result hep youngsters who go for calypso and rock-n-roll should have a ball. The cast is fair, as are the direction and production, and the entry is best suited as lower half filler unless some houses feel a little special effort will pay off by bringing in the teeners. Countless tunes are heard. The screenplay is by Arnold Belgard based on a story by Henrik Vollaerts. This bears a Legion of Decency 'B' rating.

**AD LINES:** "It's Calypso vs. Rock And Roll"; "The Musical Battle of the Ages"; "Fun For All . . . The Young and Young in Spirit."

## Valerie

MELODRAMA  
84M.

(Makelim)

**ESTIMATE:** Okay programmer.

**CAST:** Sterling Hayden, Anita Ekberg, Anthony Steel, Peter Walker, John Wengraf, Iphigenie Castiglioni, Jerry Barclay, Robert Adler, Tom McKee. Produced by Hal R. Makelim; directed by Gerd Oswald.

**STORY:** Sterling Hayden is arrested for the murder of John Wengraf and Iphigenie Castiglioni, parents of Anita Ekberg, and for critically wounding her. The trial brings out conflicting opinions and stories, with Hayden accusing his brother, Peter Walker, of romancing Ekberg, as has the new local minister, Anthony Steel. When she reveals she is to have a baby, Hayden denies it's his. Ekberg sends word to the court that she stands ready to tell the truth from her bedside, and her story differs from his and accuses him of murder and mistreating her. Burn marks on her back bear out the truth of her statements. Hayden makes a break but is shot down by Walker.

**X-RAY:** There is some suspense and a bit of action to be found here. The names present possible interest, and it works out as a suitable entry to round out the program. The cast is adequate, and the direction and production are suitable. The screenplay is by Leonard Heideman and Emmett Murphy. This bears a Legion of Decent 'B' rating. The subject matter makes this strictly adult entertainment.

**TIPS ON BIDDING:** Program rates.

**AD LINES:** "Who Was Telling The Truth About That Night?"; "Valerie . . . The Girl With A Reputation About Men." "Murder Will Out!"

## U-INTERNATIONAL

### Man Of A Thousand Faces

DRAMA  
122M.

(5733) (CinemaScope)

**ESTIMATE:** Well-made and highly interesting.

**CAST:** James Cagney, Dorothy Malone, Jane Greer, Marjorie Rambeau, Jim Backus, Robert J. Evans, Celia Lovsky, Jeanne Cagney, Jack Albertson, Roger Smith, Robert Lyden, Rickie Sorenson, Dennis Rush, Nolan Leary, Simon Scott, Clarence Kolb, Danny Beck, Phil Van Zandt, Hank Mann, Snub Pollard. Produced by Robert Arthur; directed by Joseph Pevney.

**STORY:** James Cagney as Lon Chaney is a man of many talents, including handling song and dance routines, and he arranges that his wife Dorothy Malone appear on theatre bills wherever he plays. Her erratic behavior gets her fired. When he learns she

is pregnant, he takes her home to meet his family. The mother and father are deaf mutes although his brothers and sister are normal. From that point on there is a strain between them as she fears the baby will be born with the same afflictions. It is normal, but relations between Malone and Cagney are still strained. She insists on getting a singing job. One of the chorus girls in the theatre, Jane Greer, becomes a second mother to the child. He and Malone are divorced, and his son is placed in an orphanage until he can prove to the court that he can provide proper atmosphere and support. He goes to Hollywood and gets bit parts in the movies. He meets press agent Jim Backus who helps him until he has enough money to build a home. He and Greer are married, and the boy comes to live with them. Irving Thalberg, played by Robert Evans, helps his career as well, and he is a big success. He refuses to tell his son, now grown, that Malone is alive. When he learns of her existence, he goes to live with her. Cagney develops cancer, and before he dies, he is reconciled with the boy, turning over his make-up kit so that he can carry on as an actor.

**X-RAY:** Lavishly produced and with great attention to detail is this entertaining and thoroughly interesting film based on the life of Lon Chaney, expert at make-up and character portrayal. Not only is his personal life interesting, but his rise in the film field is absorbing, with the background and other pertinent data adding to the entry's quality. There's lots of magic to be found here, and properly used and exploited, it can turn the film into a resounding hit. Cagney turns in a fine portrayal as Chaney and gets the best of support from others in the cast. The direction and production are in the better class. Audiences should find the technique of making up for the various roles and the end result effective as well as interesting. While the film is long, a preview audience seemed to be thoroughly taken with the on-screen proceedings and applauded at the film's conclusion. The screenplay is by R. Wright Campbell, Ivan Goff, and Ben Roberts. The story is by Ralph Wheelwright.

**TIPS ON BIDDING:** Higher rates.

**AD LINES:** "The Story Behind The Thousand Faces"; "He Had A Way With Make-up . . . His Story Is Fascinating."

## WARNERS

### Band of Angels (621)

MELODRAMA  
127M.

(Warner Color)

**ESTIMATE:** Gable entry has all the angles.

**CAST:** Clark Gable, Yvonne De Carlo, Sidney Poitier, Efrem Zimbalist, Jr., Patricia Knowles, Rex Reason, Torin Thatcher, Andrea King, Ray Teal, Russ Evans, Carole Drake, Raymond Bailey, Tommie Moore, William Forrest, Noreen Corcoran. Directed by Raoul Walsh.

**STORY:** The daughter of plantation owner William Forrest is sent to boarding school and returns a lady, summoned when her father is deathly ill. She returns to find him being buried and his slaves sold. She is also shocked to learn that she has a "drop" of Negro blood and is also to be sold as a slave. In New Orleans, prominent property owner Clark Gable buys her with his first high bid. She is treated as a lady, and Gable doesn't force himself on her. She notes, too, that he treats the others in the house with respect and courtesy. Eventually, she falls in love with him. When he burns his lands and resists the northern invaders during the Civil War, a price is put on his head. He sets De Carlo free and gets her to New Orleans. Gable is freed by former slave Sidney Poitier, and De Carlo meets him. They board a ship bound for another country and freedom.

**X-RAY:** Adults will best appreciate this story that contains a multitude of exploitable items in its favor such as a theme of illicit

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

Reviews

(Continued from page 4358)

romance between a plantation owner and the girl with a "drop" of Negro blood whom he bought at the slave auction, intrigue, action, colorful settings, drama, etc. Also Clark Gable is a drawing card to some, as might be the novel by Robert Penn Warren on which this film is based. Gable's performance harkens back to the days of "Rhett Butler," albeit a bit older. Slow in getting started, the entry picks up in tempo and there are angles that can be sold. If this is done, the results may be a trifle better. The direction and production are okay. A bit of editing would not have done the entry much harm. The screenplay is by John Twist, Ivan Goff and Ben Roberts. Note: Publisher Jay Emanuel screened this and described it as "a very appealing film commercially."

TIPS ON BIDDING: Higher bracket.

AD LINES: "He Bought Her—She Was His!"; "A Tremendous Story That Snaps The Bounds Of Convention"; "He Bought His Woman On The Slave Block of New Orleans."

MISCELLANEOUS

Noah's Ark

DRAMA  
72m.

(Associated Artists—Dominant)  
(Reissue)

ESTIMATE: Museum piece has exploitation possibilities.

CAST: Dolores Costello, George O'Brien, Noah Beery, Louise Fazenda, Guinn Williams, Paul McAllister, Anders Randolph, Nigel DeBrulier, Armand Kaliz, Myrna Loy, William V. Mong, Malcolm White. Directed by Michael Curtiz. Special adaptation by Robert Youngson.

STORY: This contrasts the flood that destroyed the world in the days of King Nephilim and his Temple of Jaghut with the World War One conflagration.

X-RAY: Much of interest is found in this well-preserved print of a silent film classic of 1929. Technically, a good job has been done with the added narration being intelligent and well delivered. The biblical sequences come off best, however, with some of the "modern day" episodes a trifle ludicrous due

to the exaggerated gestures of the dated pantomime acting. This was written by Darryl F. Zanuck and we are not going to quarrel with his analogies at this late date. This starts off in "Screen Snapshots" style showing the original 1929-1930 east and west coast premieres of the spectacle. If the truth is told about this film's age and it is sold for the museum piece it is, it stands to make a buck or two on novelty alone. If misrepresented, like anything else, it is problematical.

AD LINES: "The Flood That Destroyed The World"; "The Greatest Story Ever Told"; "One Of The Most Spectacular Biblical Pictures Of All Time."

White Slavery

DOCUMENTARY  
56m.

(Eden)

(Made in Tangiers)

ESTIMATE: Has exploitation possibilities.

CREDITS: Photographed and edited by Michael Steel.

STORY: Michael Steel, cameraman, comes up with this alleged actual filming of white slave activities in Tangiers, including capture of the ring-leaders and rescue of some Spanish girl victims, who are shipped home.

X-RAY: This is silent film with okay narration. Photography is good, although several obviously staged scenes look cheaply done. The subject matter is interesting, if a trifle on the sensational side. This same subject matter can be depended upon to attract the sensation seekers, and the title is a natural for customers on the look out for something beyond the norm. The subject unfolds with newsreel like continuity, and it is difficult to understand how Steel was able to shoot it. There is little to object to except possibly a hurried shot of several girls whose breasts are exposed in a white slave market cellar and a bit of a strip tease number in a cafe. In non-fastidious spots, this can possibly make a buck or so to round out the program as something different on the lower half.

AD LINES: "True Expose Of The World's Curse"; "Actually Filmed In Tangiers, The City Of Sin"; "The Lowest Of All The Vice Rackets."

The Shorts Parade

ONE REEL

Color Cartoon

BEAR FEAT. Warners—Blue Ribbon Hit Parade Cartoon Reissues. 8m. Reissue. December, 1949. Tiny Papa Bear reads the newspaper and sees a call for vaudeville acts. Deciding to take advantage of the opportunity, Papa and his stupid overgrown son practice several acts which the son inevitably fouls up in his own inimitable way. Injured, Papa once again reads the newspaper, finds it dated 1926. EXCELLENT. (4310).

THE CHUMP CHAMP. MGM—Gold Medal Reprint Cartoons. 7m. Reissue. October, 1950. Droopy Poodle competes in various athletic contests with a bulldog for a championship crown and a kiss from a beautiful girl. The bulldog dupes Droopy into signing an admission that he cheated, and prepares to receive the prize kiss. When the girl turns out to be very ugly, the bulldog runs off, leaving Droopy with his deserved crown. FAIR. (W-875).

THE CRYSTAL BRAWL. Paramount—Popeye. 6m. Popeye and Olive have a date to visit the fair, but Bluto takes Olive instead. Popeye, with the aid of spinach, goes to the rescue in the nick of time. FAIR. (E16-5).

LITTLE QUACKER. MGM—Gold Medal Reprint Cartoons. 7m. Reissue. January, 1950. Tom and Jerry are down on the farm where they meet "Little Quacker," a duckling. The windup has Jerry and the duckling fast friends, as the duckling's pop gives the final route to Tom. GOOD. (W-874).

PEEKABOO. Paramount—Caspar. 6m. Caspar meets a friendly kitten who knows no fear, and he has to save her from a huge savage dog a number of times. FAIR. (B16-4).

ALPHABETICAL GUIDE To 417 Features Reviewed Since The Sept. 5, Issue

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current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

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<b>Footsteps In The Night</b> Bill Elliott	<b>Lizzie</b> Eleanor Parker, Richard Boone, Joan Blandell	<b>Lizelle</b> Gene Kelly	<b>The Rainmaker</b> (VV-TC) Burt Lancaster, Katharine Hepburn	<b>Checkpoint</b> (EC) Anthony Steel	<b>Affair In Reno</b> (Naturama) John Lund, Doris Singleton, John Archer	<b>Island In The Sun</b> (CS-DC) James Mason Joan Fontaine Dorothy Dandridge	<b>Saint Joan</b> Richard Widmark, Jean Seberg (Preminger)	<b>The Girl In The Kremlin</b> Lex Barker, Zsa Zsa Gabor	<b>Shoot Out At Medicine Bend</b> Randolph Scott, James Craig, Angie Dickinson	<b>Flesh and The Spur</b> (Eastman Color) John Agar, Marla English (American-Int.)
<b>The Badge Of Marshal Brennan</b> Jim Davis, Aileen Whelan	<b>Designing Woman</b> (CS-Colar) Gregory Peck, Lauren Bacall	<b>The Vintage</b> (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer	<b>Fear Strikes Out</b> (VV) Anthony Perkins, Nanama Moore	<b>Battle Hell</b> (DCA) Richard Tadd	<b>Hell's Crossroads</b> (Naturama) Stephen MacNally, Peggie Castle, Barton MacLane	<b>Lure Of The Swamp</b> Marshall Thompson Joan Vohs	<b>Sweet Smell Of Success</b> Burt Lancaster, Susan Harrison, Tany Curtis (Hecht-Hill-Lancaster)	<b>Man Afraid</b> (CS) George Nader, Phyllis Thaxter, Tim Hovey	<b>All American</b> Burt Lancaster	<b>Naked Paradise</b> (Pathe Color) Richard Denning, Beverly Garland (American-Int.)
<b>Dragon Wells</b> Massacre (CS-Calar) Barry Sullivan, Mana Freeman, Dennis O'Keefe Katy Jurada	<b>The Burglar</b> Dan Duryea, Jayne Mansfield	<b>Gaslight</b> (RE) Ingrid Bergman, Charles Boyer	<b>Funny Face</b> (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	<b>The Green Man</b> (DCA) Alastair Sim, Jill Adams	<b>Spoilers Of The Forest</b> (Naturama- Tricolor) Rad Cameron, Vera Ralston	<b>God Is My Partner</b> (Regalscope) Walter Brennan Marian Ross	<b>Trooper Hook</b> Joel McCrea, Barbara Stanwyck (Fielding)	<b>The Young Stranger</b> James MacArthur, Kim Hunter (RKO)	<b>Bright Leaf</b> (RE) Gary Cooper	<b>The Undead</b> Richard Garland, Patricia Duncan (American-Int.)
<b>The Persuader</b> James Craig, Kristine Miller	<b>Beyond Mombasa</b> (TC) Carmel Wilde, Danna Reed	<b>The Postman Always Rings Twice</b> (RE) Richard Widmark, Jane Fonda	<b>The Buster Keaton Story</b> (VV) Rhonda Fleming Donald O'Connor, Ann Blyth,	<b>Every Second Counts</b> (Subtitled) Barbara Laage	<b>Man In The Road</b> Derek Farr, Ella Raines (English-made)	<b>The Big Caper</b> Rory Calhoun, Mary Costa (Pine-Thomas)	<b>Joe Butterfly</b> (CS-TC) Audie Murphy George Nader Burgess Meredith	<b>The West Point Story</b> (RE) James Caaney	<b>Voodoo Woman</b> Marla English, Tam Conway, Touch Connors (American-Int.)	<b>If All The Guys In The World</b> (French-made) (Buena Vista)
<b>Destination 60,000</b> Preston Foster, Jeff Dannel	<b>The Night The World Exploded</b> Kathryn Grant, William Leslie	<b>Tarzan And The Lost Safari</b> Gordon Scott, Betta St. John	<b>Gunfight At The O.K. Corral</b> (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming	<b>The Miller's Beautiful Wife</b> (Subtitled) (TC) Vittoria De Sica Saphia Loren	<b>The Weapon</b> Steve Cochran, Elizabeth Scott, Herbert Marshall	<b>Bayou</b> Peter Graves, Lita Milan (Fessler-Ripps)	<b>The Midnight Story</b> (CS) Tany Curtis, Marisa Pavan, Gilbert Roland	<b>Strangers On A Train</b> (RE) Farley Granger	<b>Johnny Tremain</b> (TC) (Disney) Luana Patten, Jeff York (Buena Vista)	
<b>The Oklahoman</b> (CS-Calar) Joel McCrea, Barbara Hale	<b>The Giant Claw</b> Jeff Morrow, Mara Corday	<b>This Could Be The Night</b> (CS) Jean Simmons, Paul Douglas, Joan Blondell	<b>The Lonely Man</b> (VV) Jack Palance, Anthony Perkins, Elaine Alken	<b>The Abductors</b> (Regalscope) Victor McLaglen, Fay Spain	<b>The Abductors</b> (Regalscope) Victor McLaglen, Fay Spain	<b>The Monster That Challenged The World</b> Tim Holt, Audrey Dalton (Gardner-Levy)	<b>Young Man With A Horn</b> (RE) Kirk Douglas			
<b>Storm Out</b> Dale Robertson, Lois Maxwell, Derek Bond	<b>The Heart Of Show Business</b> (Ralph Staub)									
<b>Let's Be Happy</b> (CS-TC) Tony Martin, Vera-Ellen	<b>Fire Down Below</b> (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon	<b>The Little Hut</b> (Colar) Ava Gardner, Stewart Granger, David Niven (Made in England)	<b>Omar Khayyam</b> (VV-TC) Carnal Wilde, Debra Paget	<b>Value For Money</b> (TC-VV) John Gregson Diana Dars	<b>Journey To Freedom</b> Jacques Scott Genevieve Aumont	<b>The Vampire</b> John Beal, Coleen Gray (Gardner-Levy)	<b>Interlude</b> (CS-TC) June Allyson, Rassano Brazzi	<b>Deep Adventure</b> (WC) Rass Allen Dattie Lee Phillips	<b>Drag Strip Girl</b> Steve Terrell Fay Spain (American Int.)	
<b>Spook Chasers</b> Bowery Boys	<b>20 Million Miles To Earth</b> William Hopper, Joan Taylor	<b>The Seventh Sin</b> (CS) Eleanor Parker, Bill Travers, George Sanders	<b>For Whom The Bell Tolls</b> (RE) Gary Cooper, Ingrid Bergman	<b>Triple Deception</b> (TC-VV) Michael Craig	<b>The Lawless Eighties</b> (Naturama) Buster Crabbe Marilyn Saris	<b>The Monte Carlo Story</b> (TC-TE) Marlene Dietrich, Vittorio De Sica (Titanus)	<b>Doctor At Large</b> (VV-EC) (English) Dirk Bogarde	<b>A Face In The Crowd</b> Andy Griffith Patricia Neal	<b>Rock All Night</b> Dick Miller and Plattner (American Int.)	
<b>Hot Rod Rumble</b> Leigh Snowden, Wright King	<b>The 27th Day</b> Gene Barry, Valerie French	<b>Something Of Value</b> Rock Hudson, Dana Wynter, Wendy Hiller	<b>Cecil B. DeMille's The Ten Commandments</b> (VV-TC) (Special Engagements)	<b>Out Of The Clouds</b> (EC) Anthony Steel	<b>Pawnee</b> (Tricolor) G. Montgomery, Lela Albright	<b>The Fuzzy Pink Nightgown</b> Jane Russell, Keenan Wynn (Russ-Field)	<b>Run Of The Arrow</b> (TC) Rod Steiger, Sorita Montiel (RKO)	<b>The D.I.</b> Jack Webb, Dan Dubbins, Jackie Loughery	<b>Bambi</b> (TC) (Disney) (Buena Vista)	
<b>Aqua Dive Girl</b> Mara Corday, Pat Conway	<b>The Bride Goes Wild</b> (RE) The Young Don't Cry Sol Mingo James Whitmore	<b>The Bride Goes Wild</b> (RE) The Young Don't Cry Sol Mingo James Whitmore	<b>The Delicate Delinquent</b> (VV) Jerry Lewis Darren McGavin	<b>The Third Key</b> Jack Hawkins	<b>Last Stagecoach War</b> (Naturama) Jim Davis, Mary Castle	<b>Valerie</b> Sterling Hayden, Anita Ekberg (Makelim)	<b>Joe Dakota</b> (EC) Jack Mahaney Luana Patten	<b>The Prince And The Showgirl</b> (TC) Marilyn Monroe, Laurence Olivier	<b>I Was A Teenage Werewolf</b> Michael Landon Yvonne Lime (American-Int.)	
<b>Love In The Afternoon</b> Gary Cooper Audrey Hepburn Maurice Chevalier	<b>No Time To Be Young</b> Robert Vaughn Dorothy Green	<b>Our Vines Have Tender Grapes</b> (RE) Bing Crosby Inger Stevens Mary Fickett	<b>Beau James</b> (VV-TC) Bob Hope Vera Miles Paul Douglas	<b>The Unearthly</b> (AB-PT) John Carradine, Allison Hayes	<b>Forty Guns</b> (CS) Barbara Stanwyck, Gene Barry, Barry Sullivan	<b>The Fuzzy Pink Nightgown</b> Jane Russell, Keenan Wynn (Russ-Field)	<b>Night Passage</b> (TC-Technirama) James Stewart Audie Murphy Dianne Foster	<b>X-The Unknown</b> Deon Jagger	<b>Invasion Of The Saucer Men</b> Steve Terrell Gloria Castillo (American-Int.)	
<b>Daughter Of Dr. Jekyll</b> John Agar Gloria Talbot	<b>Mam On Fire</b> Bing Crosby Inger Stevens Mary Fickett	<b>Mam On Fire</b> Bing Crosby Inger Stevens Mary Fickett	<b>Loving You</b> Elvis Presley Lizabeth Scott Wendell Corey (VV-TC)	<b>Back From The Dead</b> (RS) Arthur Franz, Peggie Castle, Marsha Hunt	<b>My Gun Is Quick</b> Robert Bray (Peerless)	<b>The Fuzzy Pink Nightgown</b> Jane Russell, Keenan Wynn (Russ-Field)	<b>The Land Unknown</b> (CS) Jack Mahaney, Shawn Smith	<b>The Curse Of Frankenstein</b> (WC) Peter Cushing, Hazel Court	<b>Rising Of The Moon</b> Frank Lowton Denis O'Dea	
<b>Dino</b> Sal Mineo Susan Kohner Brian Keith	<b>Silk Stockings</b> (CS-MetroColor) Fred Astaire Cyd Charisse Janis Paige	<b>Silk Stockings</b> (CS-MetroColor) Fred Astaire Cyd Charisse Janis Paige	<b>Mademoiselle Strip-Tease</b> (Subtitled) Brigitte Bardot	<b>The Unknown Terror</b> (RS) Paul Richards, Mala Powers	<b>Lady Of Vengeance</b> Dennis O'Keefe, Ann Sears (Balaban-Donnenfeld)	<b>The Fuzzy Pink Nightgown</b> Jane Russell, Keenan Wynn (Russ-Field)	<b>Jet Pilot</b> (TC) John Wayne, Janet Leigh (RKO)	<b>Band Of Angels</b> (WC) Clark Gable Yvonne DeCarlo		
<b>The Disembodied</b> Paul Burke Allison Hayes	<b>Pickup Alley</b> (CS) Victor Mature Anita Ekberg	<b>Pickup Alley</b> (CS) Victor Mature Anita Ekberg	<b>The Unearthly</b> (AB-PT) John Carradine, Allison Hayes	<b>The Dead</b> (RS) Arthur Franz, Peggie Castle, Marsha Hunt	<b>Lady Of Vengeance</b> Dennis O'Keefe, Ann Sears (Balaban-Donnenfeld)	<b>The Fuzzy Pink Nightgown</b> Jane Russell, Keenan Wynn (Russ-Field)	<b>Jet Pilot</b> (TC) John Wayne, Janet Leigh (RKO)	<b>Band Of Angels</b> (WC) Clark Gable Yvonne DeCarlo		

CS—CinemaScope, DC—DeLuxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

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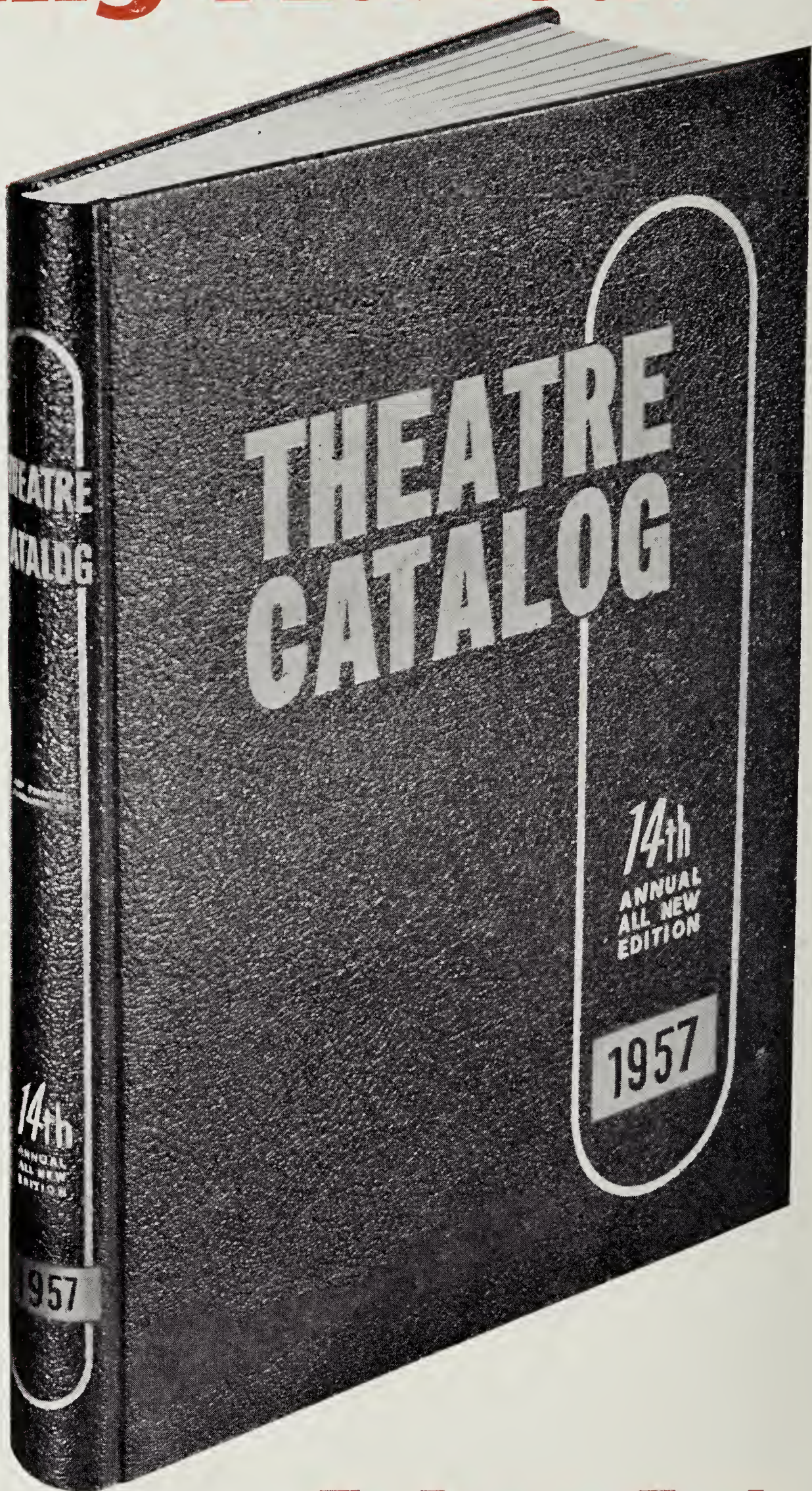
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